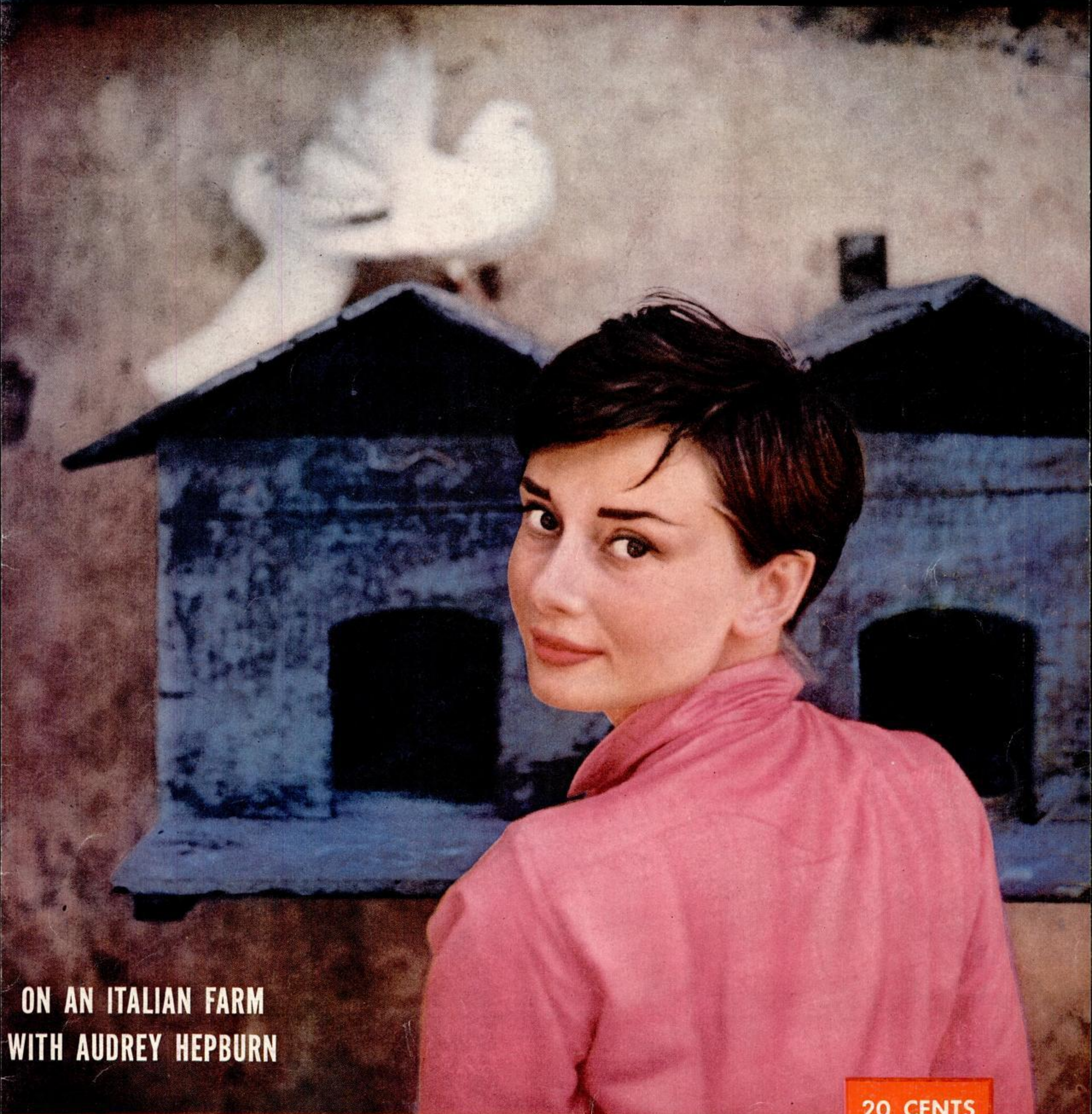


LIFE

PART III: AMERICA'S ARTS AND SKILLS
THE AGE OF HOMESPUN

RUSSIA'S NEW FRIENDLY PITCH

PHOTOGRAPHED IN MOSCOW BY LEONARD MCCOMBE



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WITH AUDREY HEPBURN**

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JULY 18, 1955

You get big-range cooking in compact space with the New G-E Spacemakers!

Plus all these deluxe, big-range features

Wide, floodlighted oven holds meal for 24... 4 cakes on 1 shelf... Calrod® units throughout... EXTRA-Hi-Speed surface cooking... "charcoal"-type broiler... beautiful styling... silhouetted pushbuttons... all deluxe features in a range that leaves you MORE usable kitchen space.



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Big, wide-opening G-E oven. Easy to see and reach into. New, fast-heating bake unit browns pies, cakes more evenly. Idea! For what you might pay for a double-oven range buy 2 Spacemakers, get 8 surface units, 2 master ovens, double everything! **Be modern... cook electrically!**

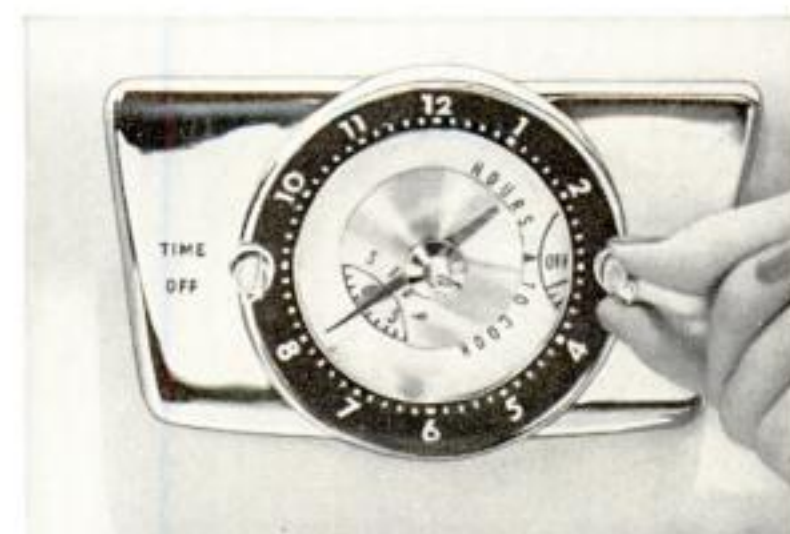
Speed-Cooking ranges... so safe... so clean... so dependable

GENERAL  **ELECTRIC**

Think of having so many wonders to cook with on a range so smartly compact! The space you save allows more room for another appliance, a dining area or storage space.



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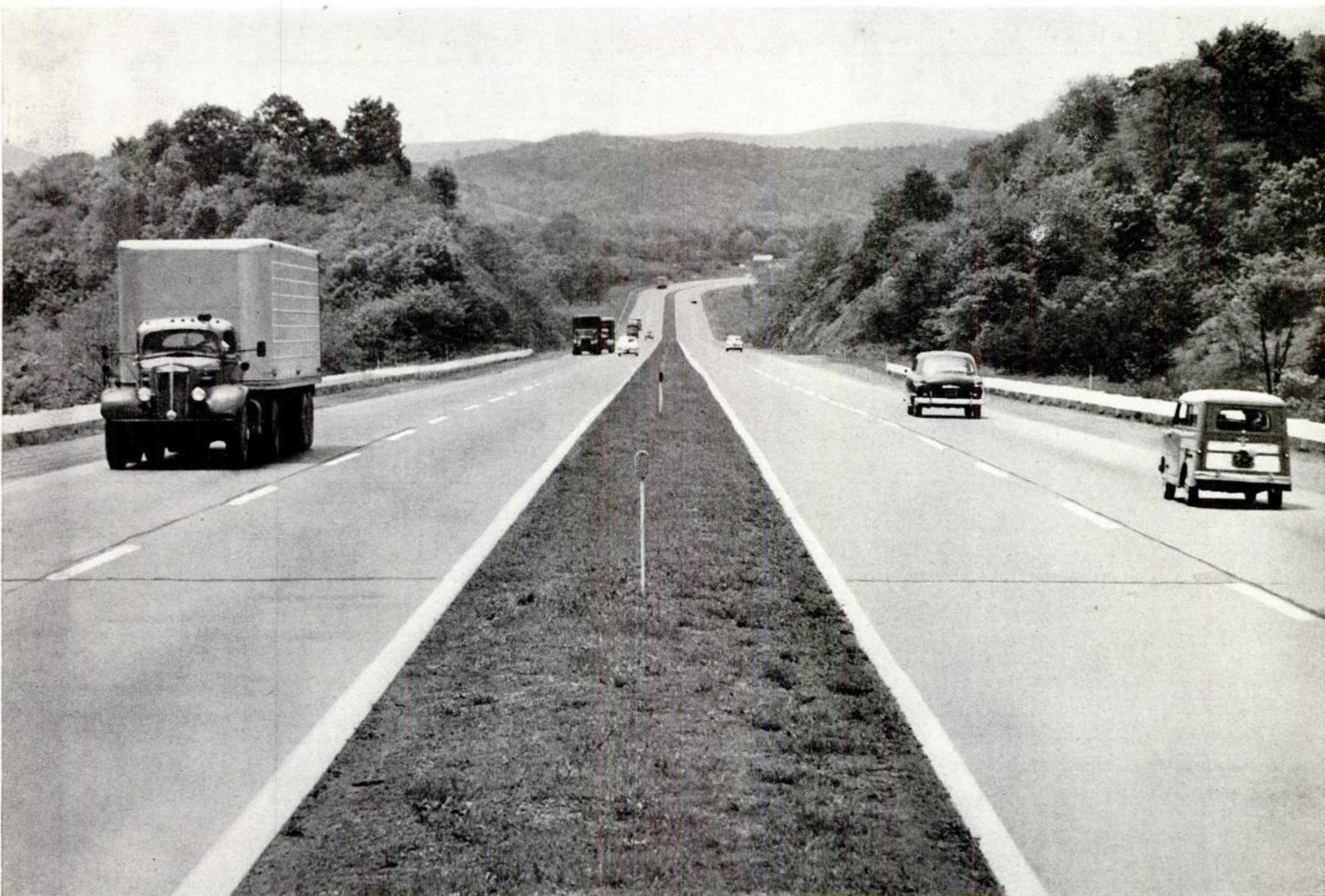
New! Automatic oven timer. Easier than ever to use. Just two simple clock settings. Heat goes on, does your cooking, goes off without attention. Two appliance outlets, one timed.



Fully enclosed Calrod units. No old-fashioned open coils. "Focused Heat" broiler gives meats delicious "charcoal"-type flavor. Bake and broil units pull out, make ovens easy to clean.

See all the new G-E ranges... including big, 40-inch, de luxe models, some with double ovens, Tel-A-Cook lights, automatic Calrod units. Your G-E dealer's in classified phone book. General Electric Company, Appliance Park, Louisville 1, Kentucky. (Also available in Canada.)

EASY INSTALLATION: Your G-E dealer can make arrangements for 220-volt wiring, if you don't already have it. (Remember, this is the first step toward modern electrical living.) Both the cost of the range and any required wiring can be financed with only one low down payment and easy weekly terms.



Nobody gets mad at a truck on a good road

The solution to the "truck problem" shows up bold and clear on every well-planned road in America!

Next time you're stopped in your tracks by a truck, spend a moment thinking about the road you're on.

It's probably an old road or a narrow road or a poorly planned one. But you can't get mad at a truck on a modern highway. The answer is as clear as that. Our highway congestion cannot be relieved by getting mad at trucks. It can only be cured by improving our roads.

Let's look the facts in the face

Trucks helped bring about an economic revolution in America.

They helped get us away from the old-time stores with their scanty stocks and weary selections. They brought about an age of plenty and an age of variety. Trucks are involved in moving 75% of the things we need. They provide direct employment for 1 out of 11 working Americans. They are the only means of delivery for 25,000 communities. Trucks cannot be replaced if America is to stay as it is.

Therefore the roads cannot stay as they are.

The biggest lesson taught by a truck on a good road is that there must be more good roads.

Present roads must be widened, built up, rehabilitated. There must be more and better roads—all kinds from market roads to super-highways. And, of course, their cost should be shared fairly by all who use them.

A few things much simpler than super-highways would help immediately

The big broad shining roads of tomorrow will take years and billions. Yet, the American road building program must be started at once; in fact, some changes can be made immediately.

Take the hills, for example, where powerful slow-gear vehicles hold up lines of cars. *Turnouts for trucks* at the bottom enable cars to shoot ahead. Or *creeper lanes* at the side for trucks keep them moving at their own pace, while cars go by in the main portion. *Sharp curves*, the cause of bottlenecks,

should be eliminated. And we need *proper truck routing* into and out of our cities.

Here's where you can help

The fact is that we can never have more and better roads until the lawmakers of America do something about them. And that's where your help is needed.

You can help tremendously by writing to your congressman, your governor, your state legislator. Ask them to back road programs. And don't forget the simple things—the turnouts, the creeper lanes, the elimination of curves, and proper truck routing.

There is no time like now for getting action. America needs these simple improvements as well as the complete job; tomorrow would not be too soon!

We urge you to do your part. We serve both the motorists and the truck operators. And we know that both can live happily together on the streets and highways of tomorrow.

The proof exists on every good road today. Let's build more of them!

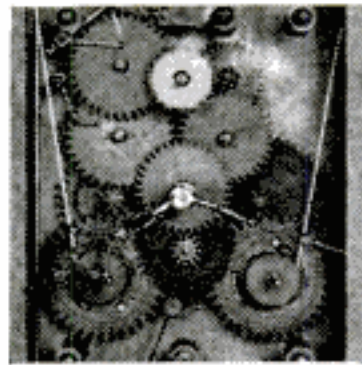
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ATA
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American Trucking Industry

America's homespun heritage 54

The third in LIFE's series on "America's Arts and Skills" displays the simple beauty of the American household in the golden age of Yankee ingenuity.



WOOD CLOCKWORKS

Waging and winning peace 94

Statesman Paul G. Hoffman reviews the rough road we have traveled in a decade of cold war and finds we are winning—and can clinch—the peace.



HOFFMAN AND BOSS

Russian smiles for U.S. 22

Photographer Leonard McCombe, in the U.S.S.R. for the big match between the U.S. chess team and the Russian champions, sees freshly defrosted Reds, big and little, crack open with broad smiles of hospitality for the visiting Americans. His exclusive pictures show the now famous Fourth of July garden party and how Muscovites generally reacted to the presence of an American cameraman.



McCOMBE IN MOSCOW

Off-trail fun in Europe 81

Italy, land of tourists trudging through museums, guidebooks in hand, is revealed as also a pleasant place to spend a relaxed, unimproving holiday.



AFTER THE SWIM

Do gulls have any sense? 70

A Dutchman studies the psychology of herring gulls by watching whether they try to hatch phony eggs of different shapes and sizes he puts in their nests.



GULL'S BIG DILEMMA

COVER

Movie star Audrey Hepburn in front of the pigeon cotes of her Italian farm (see pp. 44, 45)

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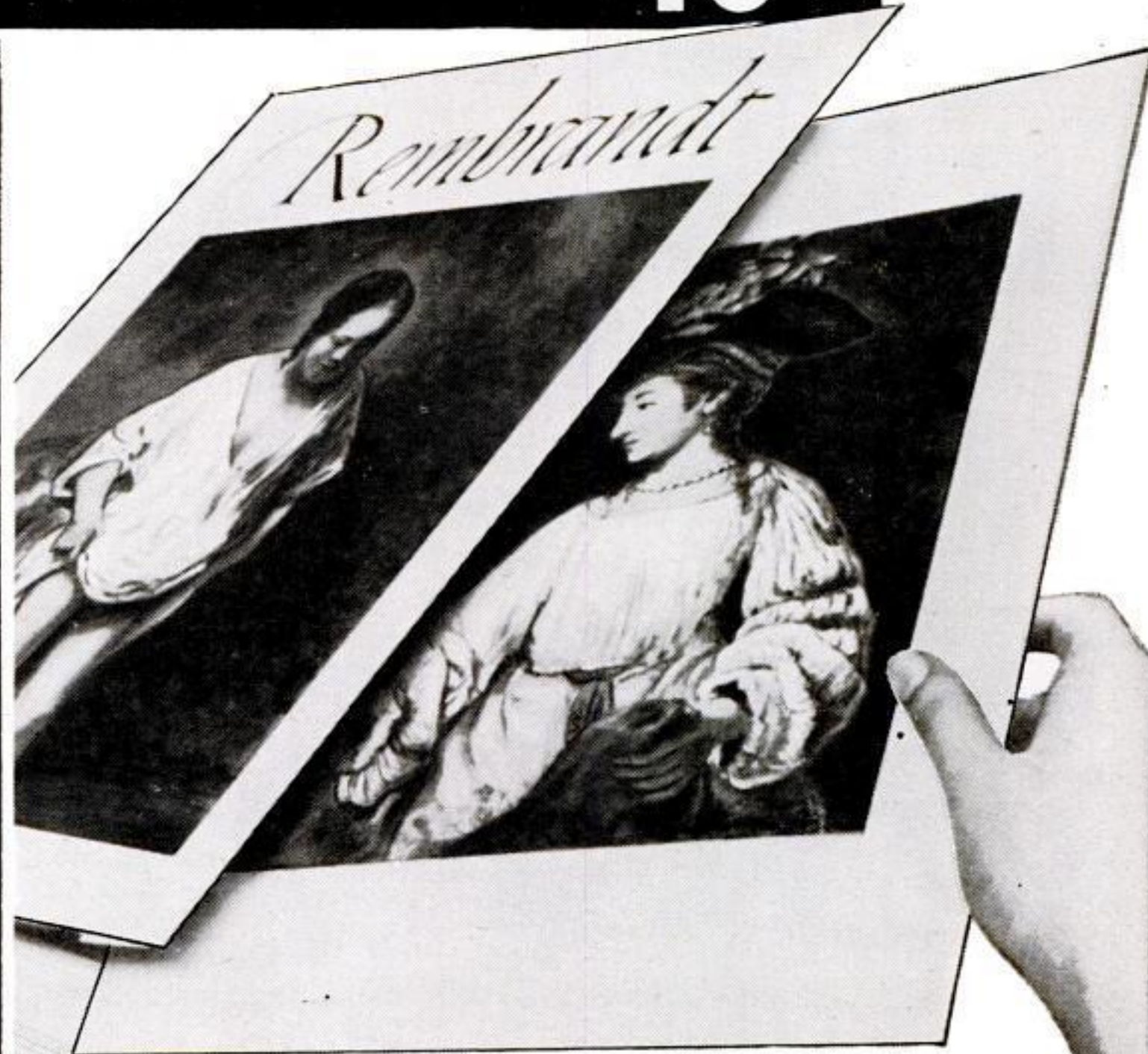
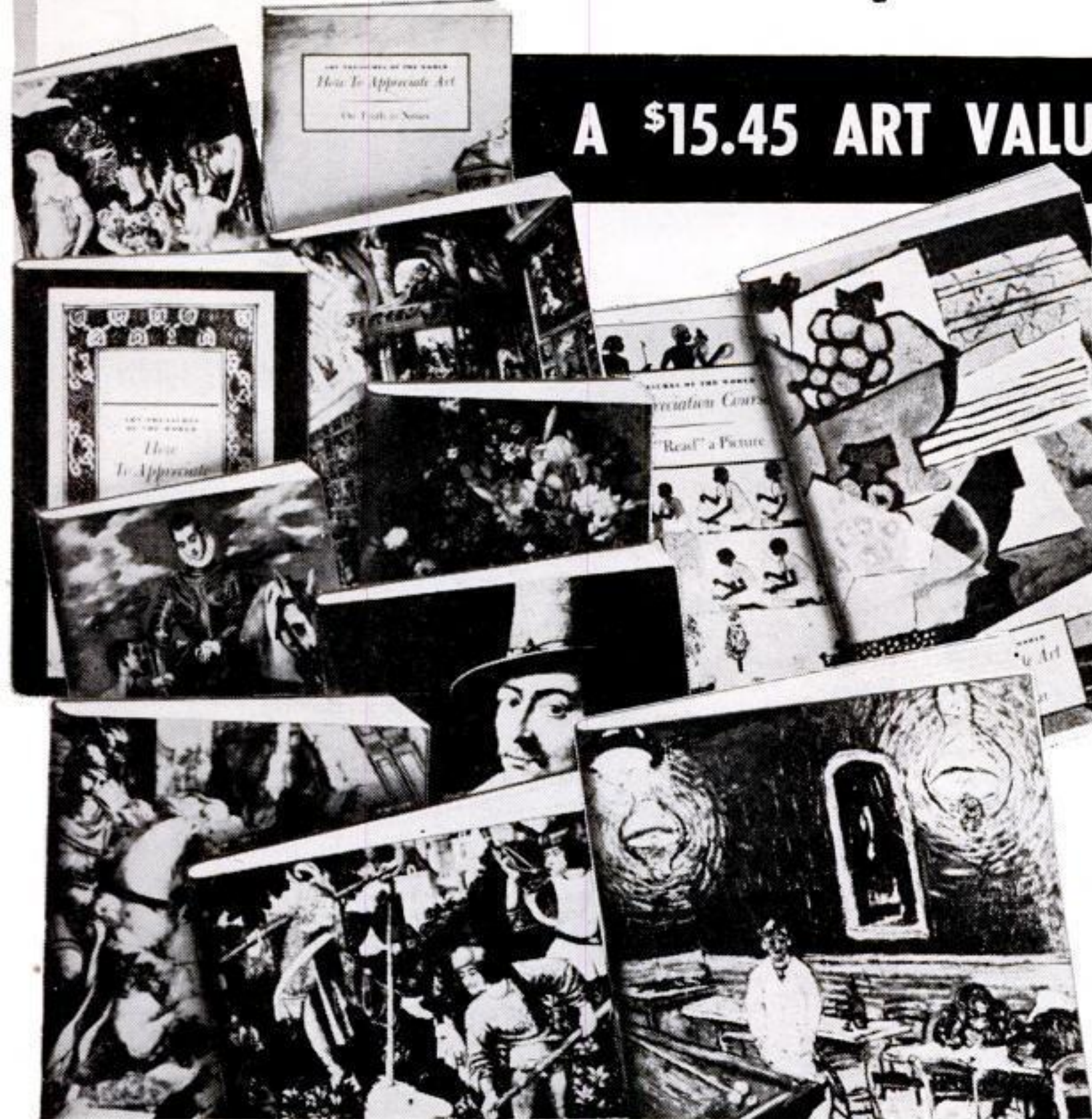
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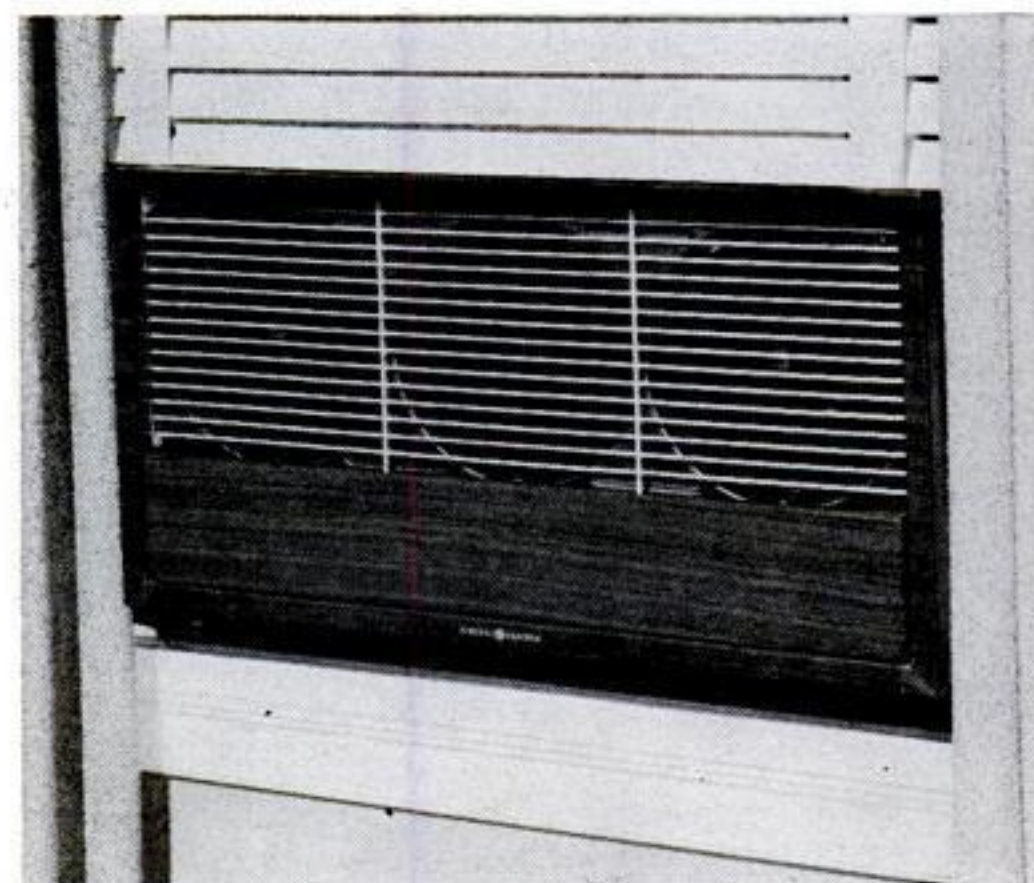
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LETTERS TO THE EDITORS



VASSAR GIRLS BRUSH, FROELICHER AND HOYT IN 1940

YOU LOOK JUST THE SAME

Sirs:

Thank you for your story about the Vassar girls' 15 years out of college ("You Look JUST the Same," LIFE, June 27). But you've really aroused my curiosity. How did these three Vassar girls greeting each other look back in 1940?

MRS. DOUGLAS MACOMBER
Oceanside, N.Y.

Sirs:

As secretary of the class of 1946, Georgia State College for Women, I can say your story was an inspiration and challenge for anyone who does alumnae work for her alma mater.

PEGGY SAMINOUS
Swainsboro, Ga.

Sirs:

I am an ex-GI who attended Vassar, and want to congratulate the Vassar families! Such a splendid array of big families should most certainly inspire other Vassarites as well as the women of the U.S. and dispel any unfounded fears of child-rearing.

FRANK A. LAFALCE
Poughkeepsie, N.Y.

LOOK AT THE WORLD'S WEEK



MOSCOW LIFT

Sirs:

Your picture of weight-lifter Paul Anderson flexing his arm muscle ("Weight-lifting Hero," LIFE, June 27) was disappointing to me. You didn't show Anderson in Moscow setting a new world record.

DENNIS FEENEY
Carnegie, Pa.

FRESH-WATER GAME FISH

Sirs:

Frankly I doubted that any artist could capture the subtle colorations of fish ("America's Favorite Fresh-Water Game Fish," LIFE, June 27) because they are so variable. But Mr. Reece has come up with magnificent representative illustrations.

EDWARD SCHNEBERGER
Wisconsin Conservation Department
Madison, Wis.

Sirs:

As a sophomore student of ichthyology, I want to compliment you on your essay on fresh-water game fish. I will be studying limnology next year and know your accurate picture album will be of great help to me for identification purposes.

ELLIOT M. GLASS
Coral Gables, Fla.

Sirs:

In my job as Outdoor Editor of *The Seattle Times* I have become most familiar with the salmon family. It is with regret that I must criticize the paintings of two of the salmon, the dog and sockeye. In virtually all cases Pacific salmon are caught when they are in prime condition, bright and silvery as shown in the illustrations of the silver, king and humpback. But your dog and sockeye are depicted in their spawning dress when they are on their spawning bed, far up a river where very few anglers would ever think of fishing for them.

ENOS BRADNER
Seattle, Wash.

● Reader Bradner is correct. The dog and the sockeye salmon were painted during their spawning period. In their prime state the dog resembles the silver salmon and the sockeye the kokanee.—ED.

PERON VS. CHURCH

Sirs:

While I share your dislike for dictators, I think you have presented a somewhat one-sided picture ("Perón vs. Church, and Then Revolution," LIFE, June 27). What is wrong with Perón's trying to effect a separation of state and Church?

J. H. VANDERBIE
Natick, Mass.

Sirs:

Your article clearly shows what Perón is trying to do to the Catholics in Argentina. Fascist bosses have tried the same thing in the past and failed. Perón will not succeed either.

J. T. VALCOURT
Austin, Texas

MY CASE WAS 'DIFFERENT'

Sirs:

Re "My Case as a Prisoner Was 'Different'" (LIFE, June 27): On two

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So, morning brushings with Colgate's help protect all day; evening brushings all night. Gardol in Colgate's forms an invisible, protective shield around teeth that lasts 12 hours with just one brushing. Ask your dentist how often to brush your teeth. Encourage your children to brush after meals. And at all times, get Gardol protection in Colgate's!



*THE TOP THREE BRANDS AFTER COLGATE'S.

Cleans Your Breath While It Guards Your Teeth

Now you can get more
"look-alive" snapshots...



...because

New **ANSCO** All-Weather Film "SEES RED"

Ordinary "chrome-type" films are color-blind to red. That's why you get results like this—with lips, hair and cheeks having a dark and "muddy" look, and with the bright red diamonds in the girl's skirt showing up as gloomy black.



New AnSCO All-Weather Pan Film "sees red" to give you clearer, brighter black-and-white pictures like this. See how the lips, cheeks and hair now look their natural best—and how the red diamonds in the skirt now show up in lively tones of gray.

Get this new red box!

Single rolls priced the same as ordinary film. You save 15¢ with the AnSCO 3-Roll Economy Pak.

ANSCO, Binghamton, N. Y. A Div. of General Aniline & Film Corp.
"From Research to Reality."



Also available
in Canada

NEW **AnSCO** ALL-WEATHER PAN

The premium-type panchromatic film at the regular price!

LETTERS TO THE EDITORS

CONTINUED

Jima I saw a Marine crawl toward the enemy with an arm and a foot shot away. Another survived years of imprisonment on a vegetable oil used to lubricate a machine. Somewhere this excellent pilot missed an ideal—a corny, intangible thing one cannot well describe. I have a feeling of emptiness toward this man who "confessed" he dropped germs on China, compared with those I've known whose strength lay in their sacrifice.

R. TRAVIS CANON, USMCR
Los Angeles, Calif.

Sirs:

I do not think any Korean war prisoner should be censured or court-martialed regardless of what he said or did. You can "bust" any man in 36 hours or less.

C. T. CROSS
Findlay, Ohio

HOW TO BUILD A TREE HOUSE

Sirs:

You show a house split asunder ("How to Build a Tree House," LIFE, June 27) by a tree ineptly felled by amateur lumberjacks. A few weeks ago outside Coulterville, Calif. I took this photo (below) of a remarkably similar scene. This time, however, nature did the job and she's no amateur.

NAT RIBLER
San Francisco, Calif.



TREE HITS CALIFORNIA HOME

EUROPE, HERE THEY COME

Sirs:

In your diagram of the airplane ("Europe, Here They Come," LIFE, June 27), evidently the first-class passengers have the seats which I always try to avoid: those over the wings where all possibility of a view is precluded. The tourists up front, on the other hand, get a fine view.

EMIL OBERHOLZER JR.
New York, N.Y.

THE MOLOTOV DECADE

Sirs:

As one who remembers the optimism and hopes for something better than "coexistence" in 1945, I applaud your editorial "The Molotov Decade" (LIFE, June 27). Americans didn't like Communism. But we did believe the Russians wanted peace. There is no need to blame ourselves for that. General Eisenhower was fooled as well as Mr. Truman.

MRS. JOHN B. CURRIE
Great Barrington, Mass.

A CONFUSED ALERT

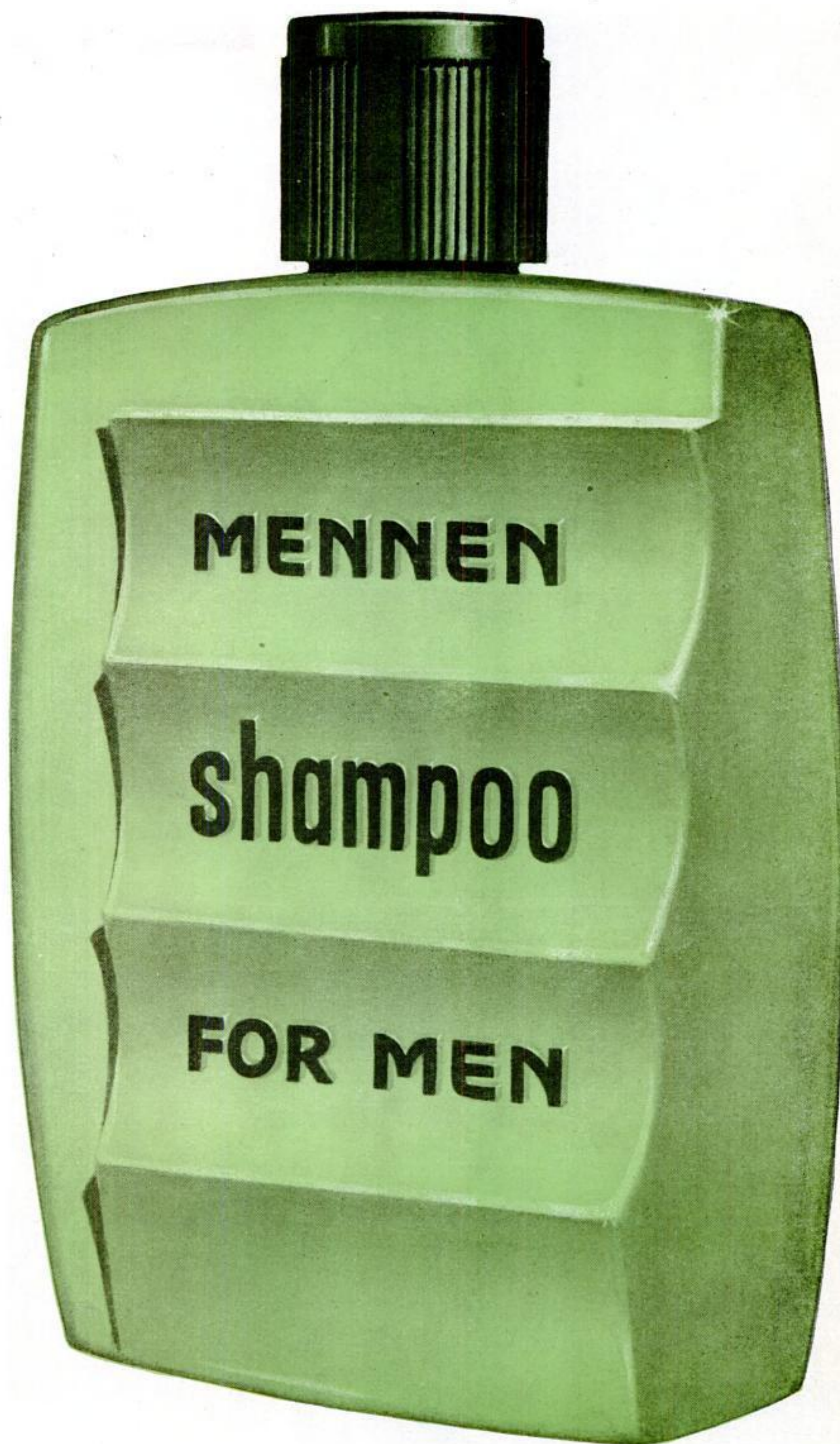
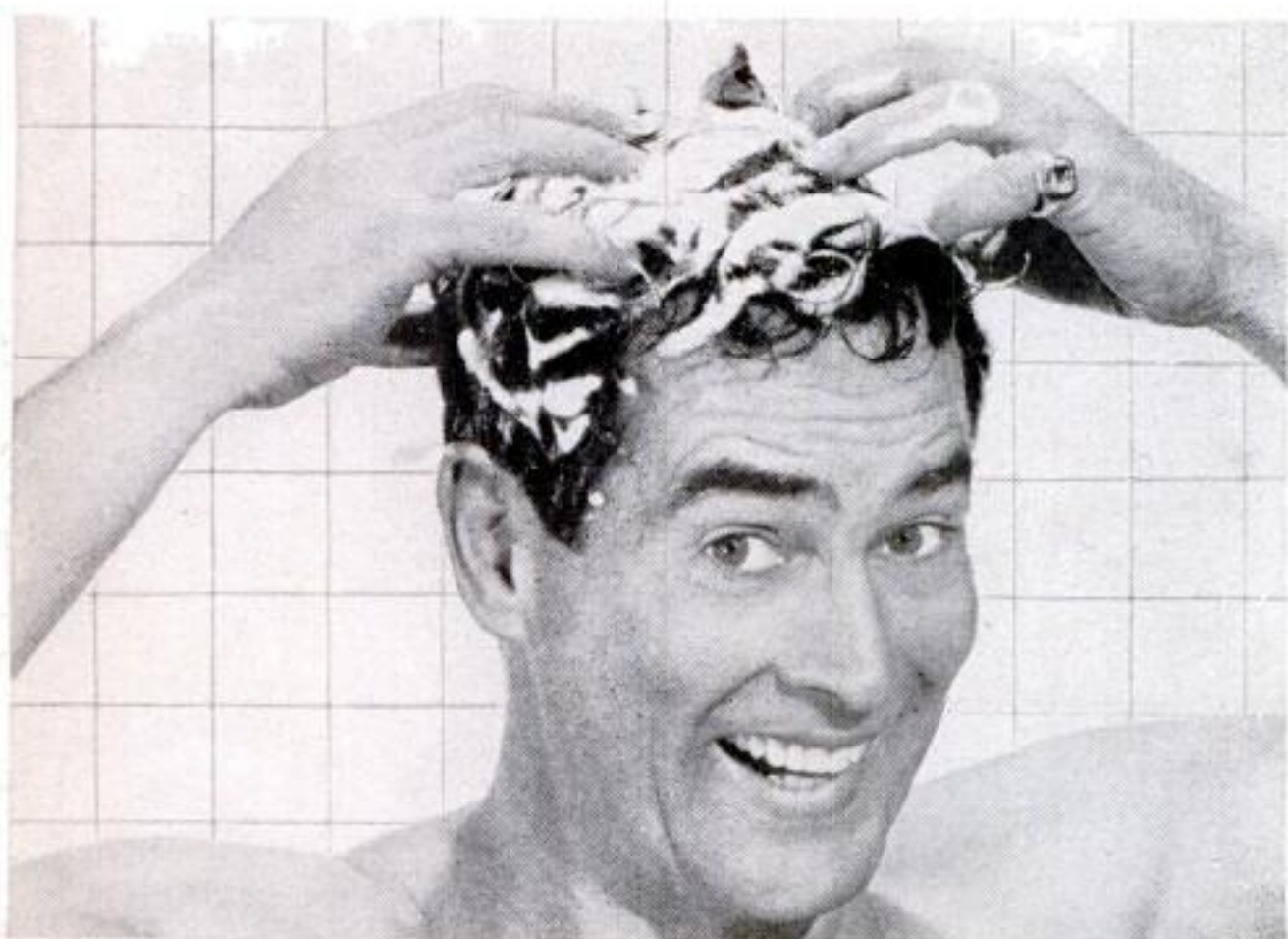
Sirs:

Dr. Lapp criticized civil defense ("A Confused Alert," LIFE, June 27) for assuming that Russia had an old-fashioned nuclear stockpile. Most Civil Defense personnel agree that larger

CONTINUED



**You are looking
at the first
really modern
shampoo
designed
for men...**



Great day for men! Here's Mennen with the first really modern shampoo designed to help solve a *man's* hair and scalp problems — Mennen Shampoo for Men! This new *man's* shampoo helps avoid a condition many authorities believe can contribute to baldness. Here's why:

1. It's the only man's shampoo with antiseptic *hexachlorophene* . . . that puts the hex on dandruff scales.
2. It's soapless, and unlike soaps, it's non-alkaline.

Mennen Shampoo for Men beats any soap, any feminine shampoo, as you'll agree the first time you use it. It is scented right for a man. It contains wonder-working lanolin to leave hair manageable. It gets a *man's* hair healthy-clean with never a trace of dulling film many soap shampoos leave. With special concentrated formula . . . a little goes a long way.

In slip-proof, unbreakable bottle, perfect for shower use. Get Mennen Shampoo for Men today — only \$1, tax free.

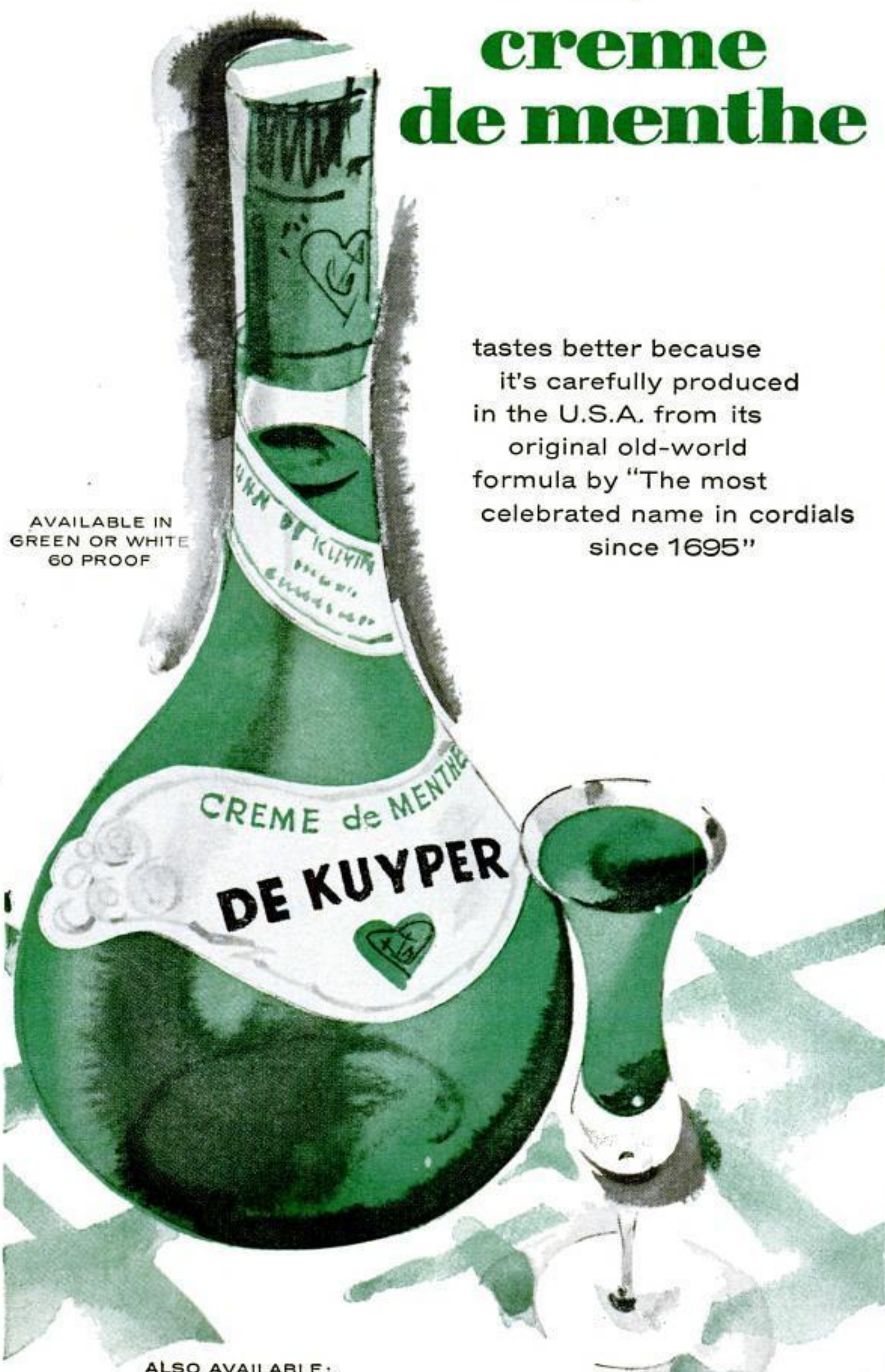
Watch the Mennen sponsored Wednesday Night Fights over the ABC-TV Network. See your newspaper listings for time.

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than all the rest?

just taste

de kuyper
(pronounced de-KIPE-er)

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NATIONAL DISTILLERS PRODUCTS CORPORATION, NEW YORK, N. Y.

LETTERS TO THE EDITORS

CONTINUED

bombs would be used in war. But Operation Alert was a training exercise and it is necessary to solve minor problems before tackling major problems. Dr. Lapp correctly stated that the Bikini bomb could cause radiation sickness and death over an area of 7,000 square miles—but he forgot to mention that people would have to be completely exposed for the entire period of 36 hours in much of this area to receive a lethal dose. It is very unlikely that anyone would remain fully exposed during such a period.

W. R. GUFFY

N.Y. State Civil Defense
Commission
New York, N.Y.

• Dr. Lapp estimates that anyone who remains inadequately sheltered in the area for even the first 12 hours would absorb about 1,000 Roentgens. A 400- to 500-Roentgen dose is considered lethal.—ED.

KIDS ON THE KEYS

Sirs:

All those people playing pianos in Detroit's Olympia Stadium ("Kids on the Keys," LIFE, June 27) reminded me of a movie, *The 5,000 Fingers of Dr. T.* In it a piano student is forced to play on one of 500 pianos in a giant room (below).

MORTON I. KOTKIN

New York, N.Y.



MOVIE FULL OF PIANOS

FINE, FEATHERLESS FRIEND

Sirs:

Mrs. Philip Dayton of Schenectady has a parakeet with the same symptoms as Mrs. Dennis' lovebird ("A Fine, Featherless Friend," LIFE, June 27)—loss of its feathered finery and severe vertigo in flight. The parakeet's condition has been traced to a fall into a dishpan of detergent.

F. EDWARD SCHULTZ

Schenectady, N.Y.

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RCA Victor announces the Big Change in television

with 7 major advances in styling, performance and value!

On the next two pages—

**Presenting the new
“Un-Mechanical Look” —
TV’s first complete re-styling!**

And on the two pages following—

NEW “HIGH-AND-EASY” TUNING!

3 convenient new ways to dial—standing up!

NEW “4-PLUS” PICTURE PERFORMANCE!

High-priced picture quality in low-priced sets—
only by RCA Victor!

NEW “FRONT WINDOW” CHANNEL INDICATOR!

Lets you see your channel faster and more clearly
than ever before! It’s illuminated!

NEW BALANCED FIDELITY SOUND!

Re-creates the *entire range of sound* sent out by
the most powerful networks!

8 NEW SWIVEL MODELS...NEW ROLLAROUNDS!

Here’s the convenience you’ve always wanted.
All have two speakers!

PRICES DOWN AS MUCH AS 18%!

And as much as \$100 more value per set than
in previous comparable models!

Turn the page for The Big Change in styling! ▶



THE BIG CHANGE IN STYLING—BY RCA VICTOR

See the new “Un-Mechanical Look”—it

Now you can pick from 3 complete lines: the budget-priced *Special Series* from \$149.95.. the peak

The new *Special series* from \$149.95 ▶

The new *Super series* from \$199.95 ▶

New *Television Deluxe* from \$299.95 to \$500 ▶

You are looking at a new kind of television. But what you see here can only *hint* at the breathtaking beauty of these new sets.

For here—in three entirely new lines by RCA Victor—is the “Un-Mechanical Look.” It represents a whole new viewpoint in television styling. Just imagine one of these masterpieces in your home—with nothing in view but the finest picture and most luxurious cabinetry in television!

But there is more than beauty to the “Un-Mechanical Look.” This is beauty with a purpose—a revolution in design that started from within.

On the next page you will find news about the Big Change in performance and value. Be sure to visit your RCA Victor dealer soon and see for yourself what you have read about here. You’ll understand why every year more people buy RCA Victor than any other television.

- A. 17-in. **Thrifton**. Ebony finish (17S6022) \$149.95.
- B. 21-in. **Towne**. Black textured finish (21S6052) \$169.95. Maroon textured finish (as shown) \$179.95.
- C. 21-in. **Brady**. Mahogany grained finish (21S632) \$249.95. Lined oak grained finish (as shown) \$259.95.
- D. 21-in. **Headliner**. Ebony finish (21T6082) \$199.95. 21-in. **Compton** in tawny gold finish (21T6114) \$229.95.
- E. 21-in. **Hanson**. Mahogany grained finish (21T6125) \$249.95.
- F. 21-in. **Transette**. Mahogany gr. finish (21T6225) \$259.95.
- G. 21-in. **Pickwick**. Mahogany grained finish (21T6255)

makes all other TV seem old-fashioned!

performance *Super Series* from \$199.95... and luxurious custom-styled *Television Deluxe* from \$299.95!



New
Television Deluxe
from
\$299.95 to \$500 ▶

\$259.95. Lined oak grained finish (as shown) \$259.95.
H. 21-in. Gladstone. Mahogany grained finish (21T635) \$269.95.
J. 24-in. Vincent. Mahogany grained finish (24T6285) \$289.95.
Lined oak grained finish (as shown) \$299.95. 24-in. **Wayland**
table model, in ebony finish (24T6142) \$249.95.
K. 21-in. Winfield Deluxe. Mahog. gr. fin. (21D641) \$299.95.
L. 21-in. Allison Deluxe. Mahogany grained finish (21D645)
\$329.95. Lined oak grained finish (as shown) \$339.95.
M. 21-in. Rittenhouse Deluxe. Natural walnut and blond
tropical hardwood finish (21D648) \$339.95.

N. 21-in. Glenwood Deluxe. Walnut finish (21D652) \$349.50.
O. 21-in. Princeton Deluxe. Figured mahogany finish (21D667)
\$395.
P. 21-in. Collingswood Deluxe. Natural lined oak and French
walnut finish (21D670) \$395.
Q. 24-in. Everest Deluxe. Mahogany grained finish (24D655)
\$349.50.
R. 24-in. Chatfield Deluxe. Teak figured and walnut trim finish
(24D676) \$500.
S. 24-in. Winthrop Deluxe. Maple finish (24D679) \$500.

Manufacturer's nationally advertised VHF list
prices shown, subject to change. Slightly higher in
far West and South. UHF optional at extra cost.



RCA VICTOR
TRADE MARK RADIO CORPORATION OF AMERICA

Turn the page for the Big Change in performance! ▶

THE BIG CHANGE IN TV—MAJOR ADVANCES IN PERFORMANCE AND VALUE!

See how RCA Victor gives you more

In three great lines, you will find new "High-and-Easy" Tuning... 8 new two-speaker swivel models

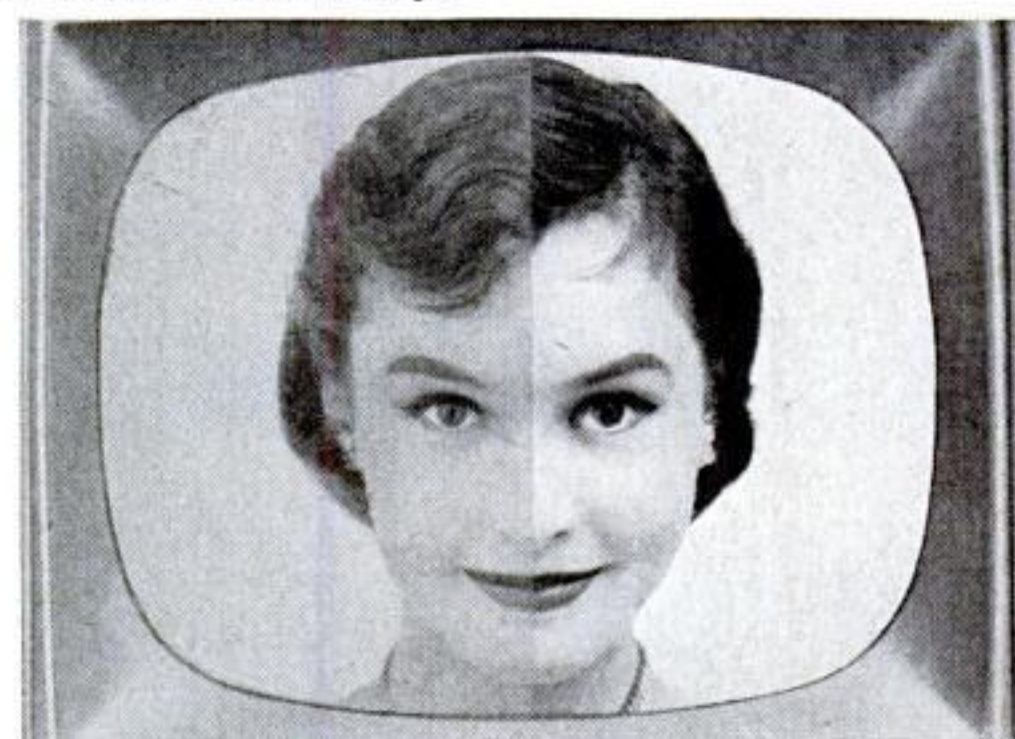
THE NEW SPECIAL SERIES FROM \$149.95—with fine performance and the lowest prices in RCA Victor history!



Lowest prices in history for RCA Victor quality! Pay as little as \$149.95 for 17-inch table models... or \$169.95 for 21-inch. See the 21-inch *Brady* at \$249.95—lowest priced RCA Victor console ever!



New "Hidden Panel" Tuning! You tune *standing up*. No bending or groping—dials are on top. A concealed panel hides dials when not in use—protects them from dust, gives sets a trim, modern look.

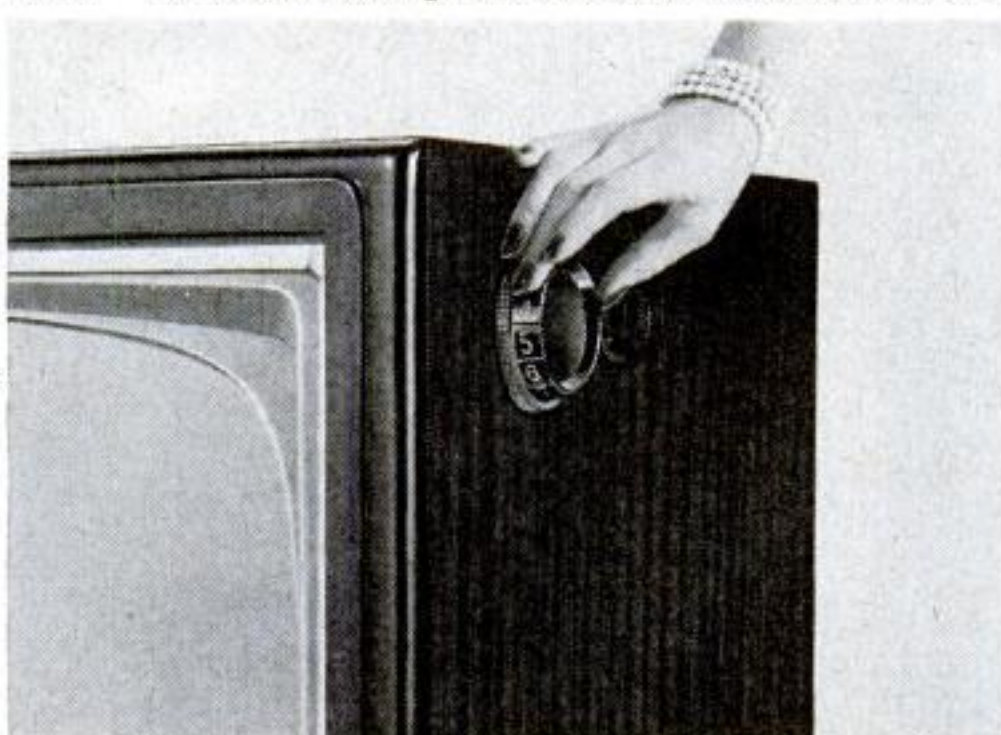


New Oversize "All-Clear" Picture!—on all RCA Victor 21-inch TV! It's the biggest picture in 21-inch TV. It's TV's clearest, too—the picture tube is *aluminized* for greater picture contrast.

THE NEW SUPER SERIES FROM \$199.95—with a stunning new look in table models and the only "4-Plus" performance in low-priced TV!



Super performance is yours—\$500 picture quality in sets as low as \$200! *Super value*, too—all but one have extras like phono-jack and tone control. This name plate marks most popular TV in America!



New "High Side" Tuning—perfect way to tune a console. *High*—so you can dial *standing up*. *Near the front*—so you can watch the picture while you dial. Most table models have "Hidden Panel" Tuning.

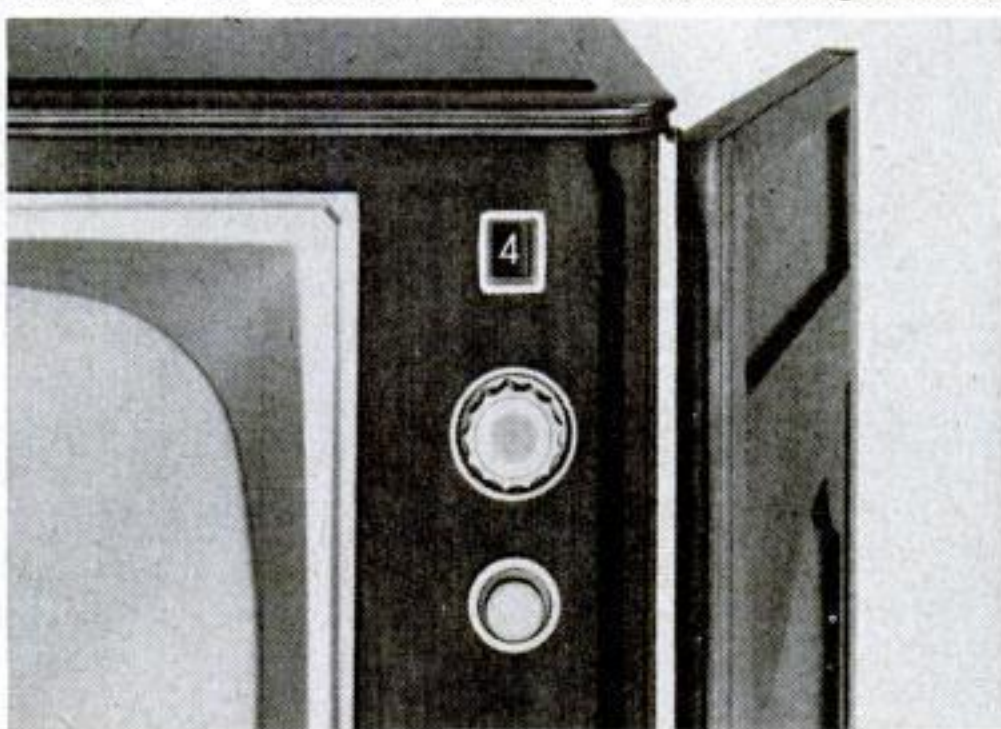


New "4-Plus" Picture Quality—TV's finest: (1) 100% automatic gain control for constant signal regulation; (2) "Sync" stabilizer that kills interference jitters; (3) 7% extra brightness; (4) 33% extra contrast.

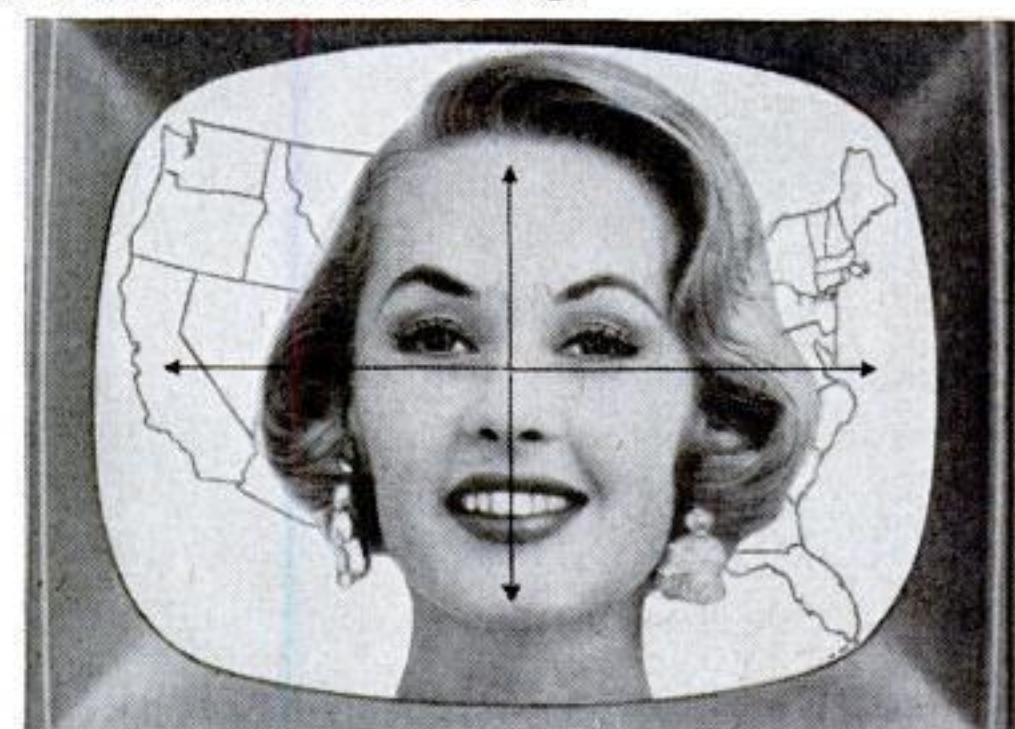
NEW TELEVISION DELUXE FROM \$299.95 TO \$500—with TV's finest reception and the ultimate in custom styling!



For the person who looks beyond the price tag! The name plate above means the world's finest television. Superb interpretations of modern and traditional cabinetry—masterpieces to match your own good taste.



New "Front Window" VHF Channel Indicator! See your channel faster and more clearly than ever! Illuminated king-size numbers tell at a glance the channel you're tuned to—clear across the room.



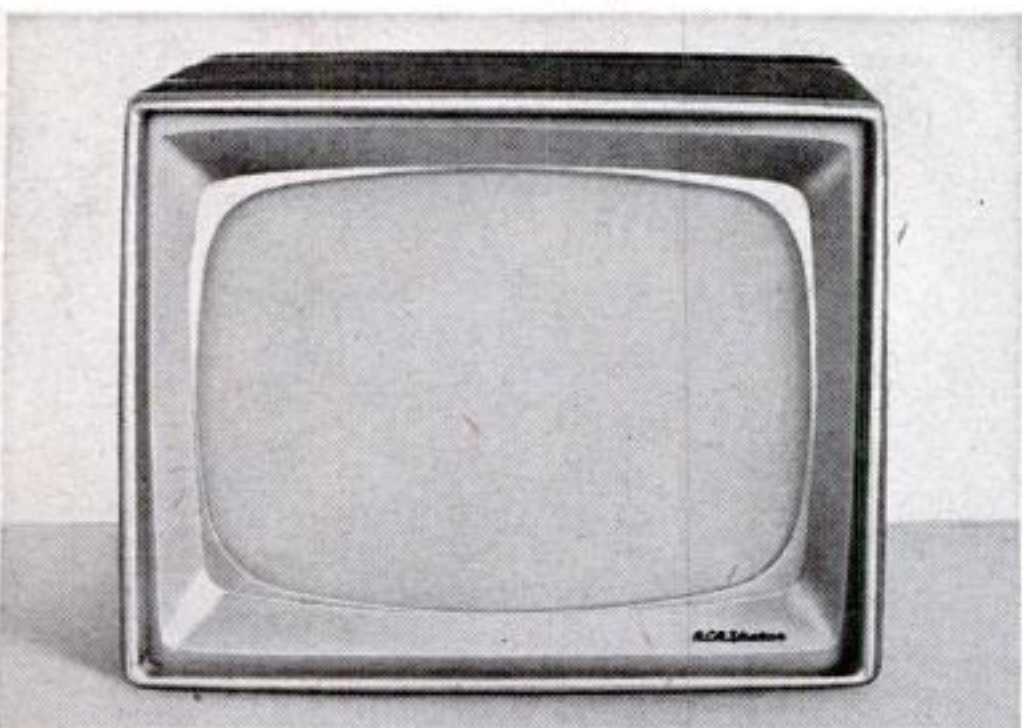
TV's finest reception! If there's a signal in the air, RCA Victor's extra-powerful Deluxe chassis will pull it in. Extra tubes and extra circuits give you a clear, sharp picture even in difficult reception areas.

See the new models at your RCA Victor dealer's now!

See why every year more people buy RCA Victor than any other television!

for your money in every price range

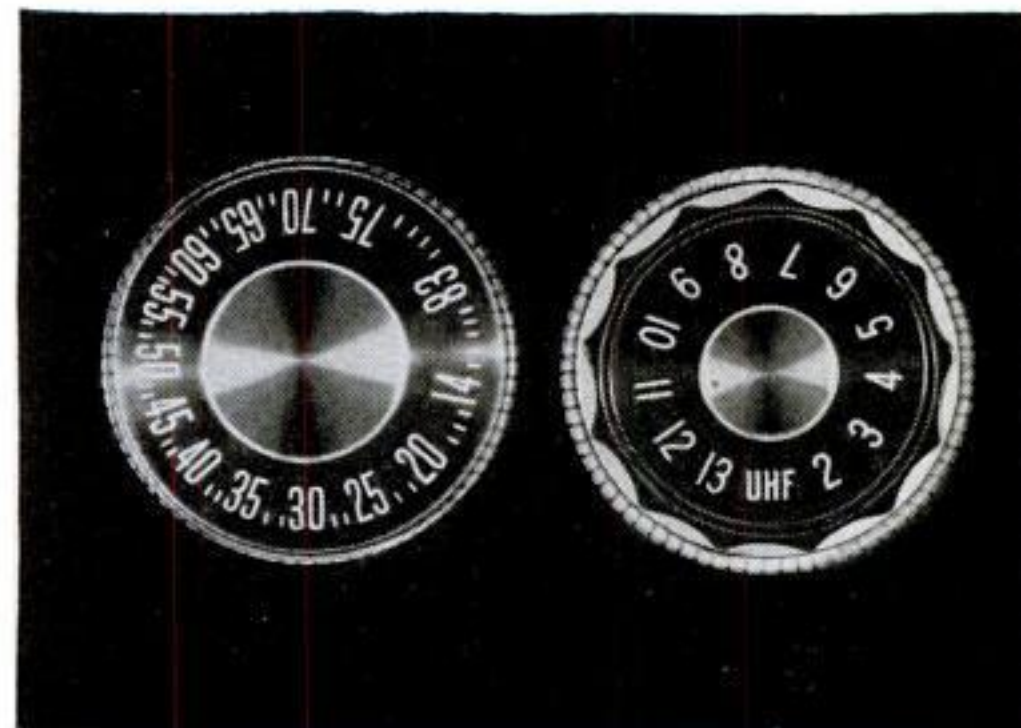
new rollaround sets... \$500 picture performance in sets as low as \$200—more value than ever before!



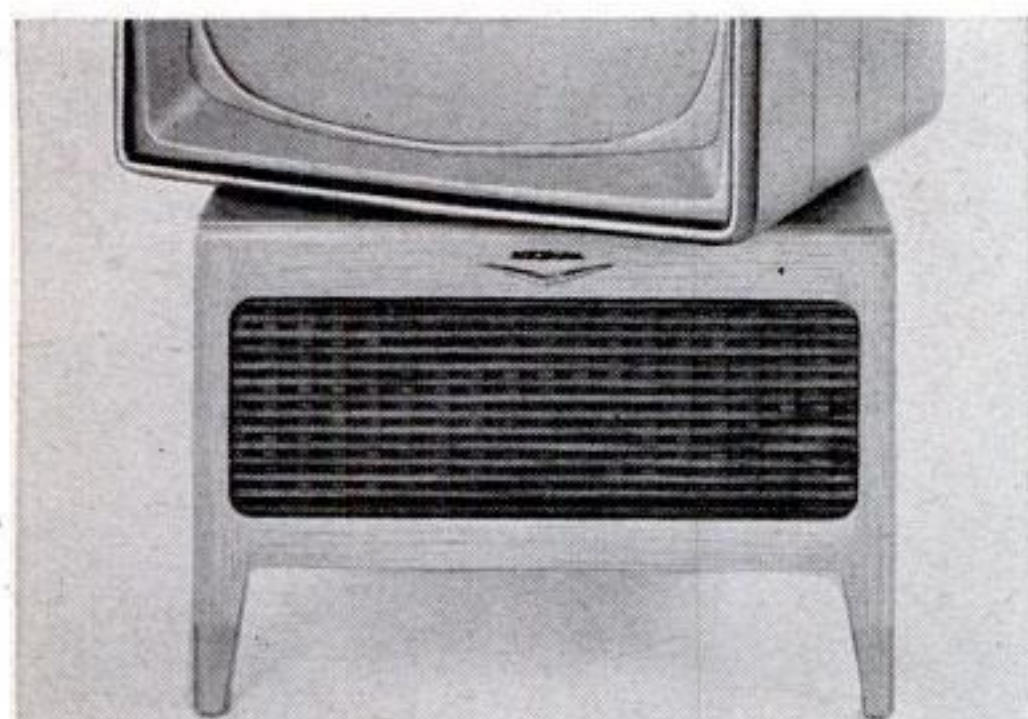
As little as \$149.95 for beautiful 17-inch RCA Victor table model. You get a big picture, yet cabinet is 37% smaller than previous models. Looks like a picture frame—typical of the new “Un-Mechanical Look.”



New Balanced Fidelity Sound! Re-creates in your home the *entire range of sound* sent out by TV networks. Tone is rich and realistic. The reason: a precise balance of amplifier, speaker and cabinet!



New low price for UHF—good news for folks who live in UHF areas. Now available for only \$25 extra: (1) models with combination UHF-VHF tuners; (2) models with *separate* UHF and VHF dials (shown).



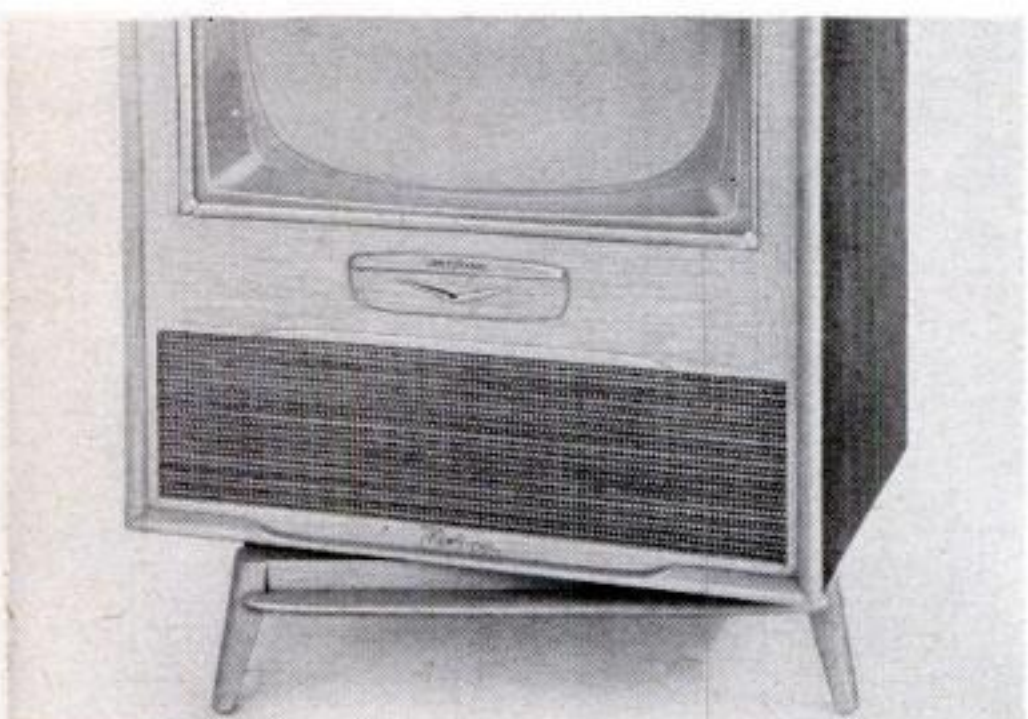
New 2-speaker swivel models! At new low cost, here's TV you can see from anywhere in the room. These sets turn easily so *you* don't have to! All swivel sets have two speakers—on the side and in front.



New “Big-Wheel” Rollarounds! You'll enjoy TV on wheels anywhere in your home! A child can move it... even on thick carpet or over a doorsill. Large wheels are used—not casters. Two speakers.



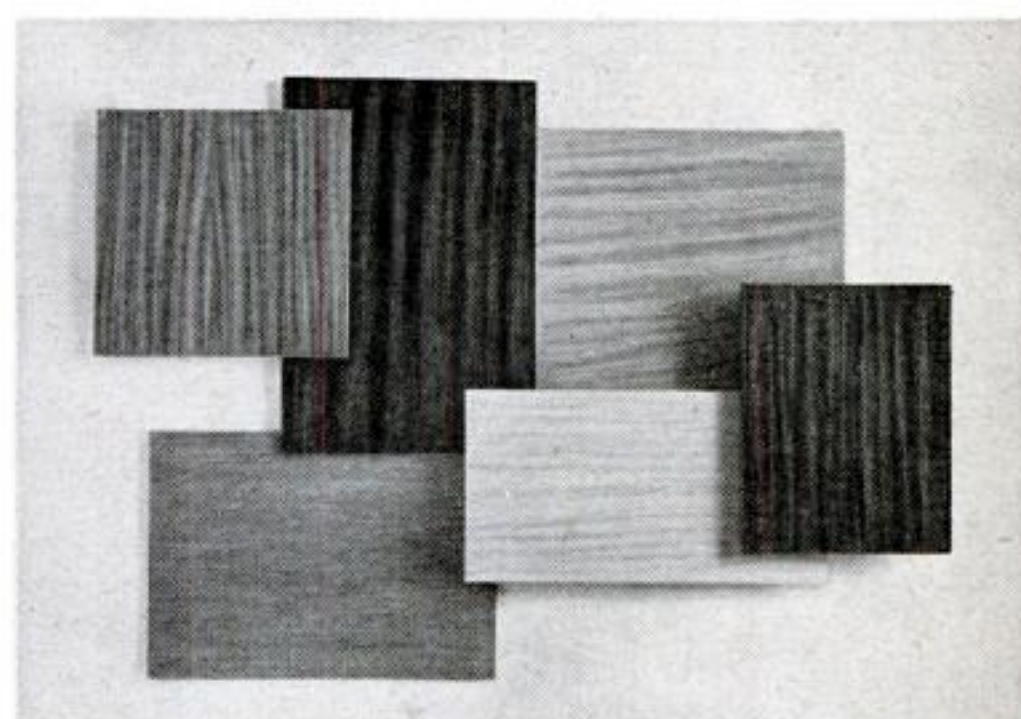
New bigger-than-life 24-inch TV—down \$50! Actually priced lower than many 21-inch sets. Only RCA Victor gives you the “All-Clear” Picture and “4-Plus” performance—all-important in 24-inch TV!



New 2-tone swivel sets—exotic note in TV styling. Each set in this group swivels—has 2 speakers—combines contrasting hardwoods in its cabinet for a new—and stunning—effect in high-style TV.



New custom “low-boys”! From the designer's dream-book—new interpretations of the long, low look. Above, the 21-inch *Glenwood Deluxe* in walnut finish. See traditional “low-boys,” too!



More new woods and finishes than ever! Never have you seen such a wide variety of beautiful finishes to choose from! Fine mahoganies, walnut, birch, maple, blond tropical hardwood, and many others.

Famous RCA Factory Service, assuring you of expert installation and worry-free maintenance, is available in most TV areas—but only to RCA Victor TV owners. Ask your dealer for full details!

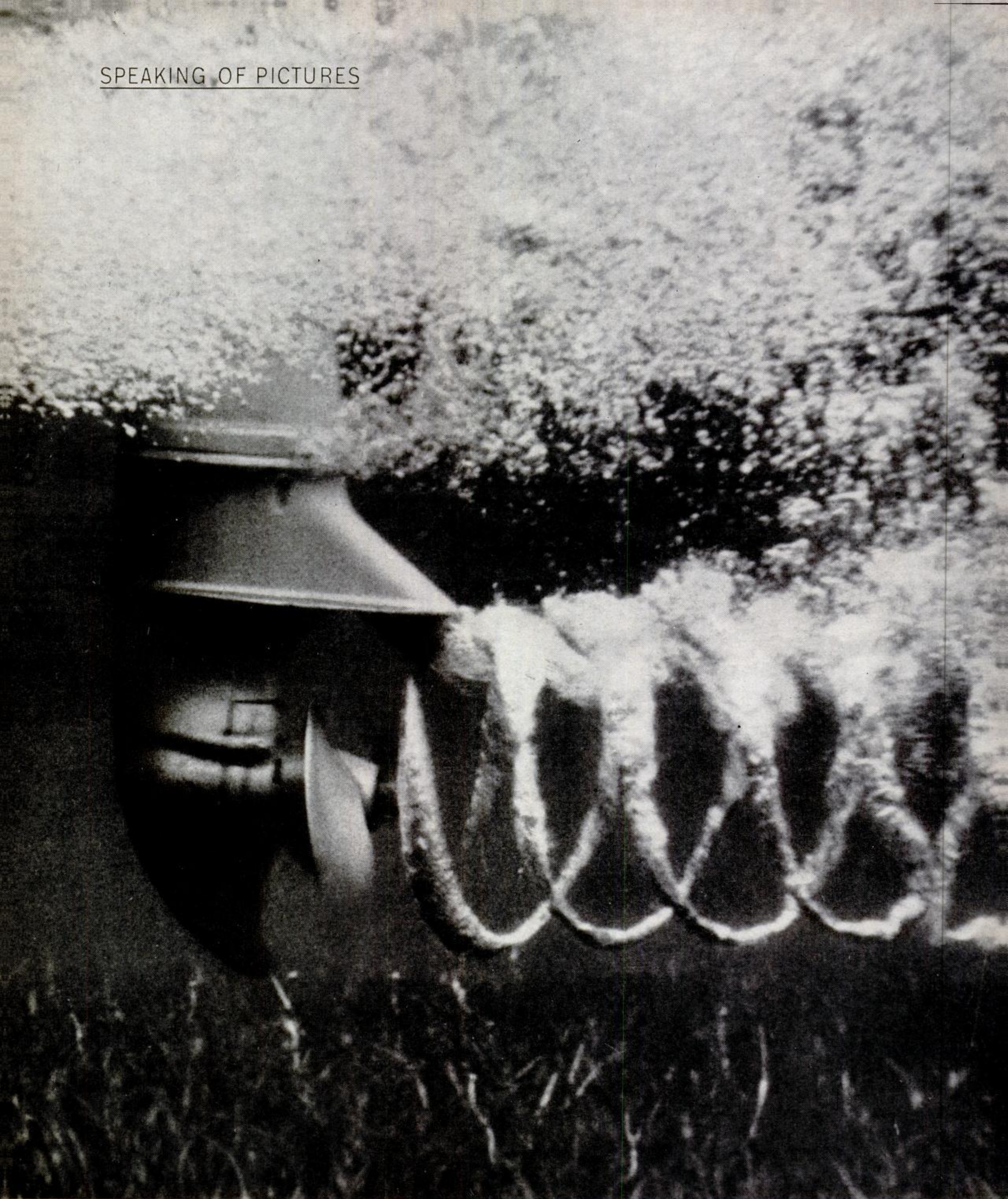


RCA VICTOR

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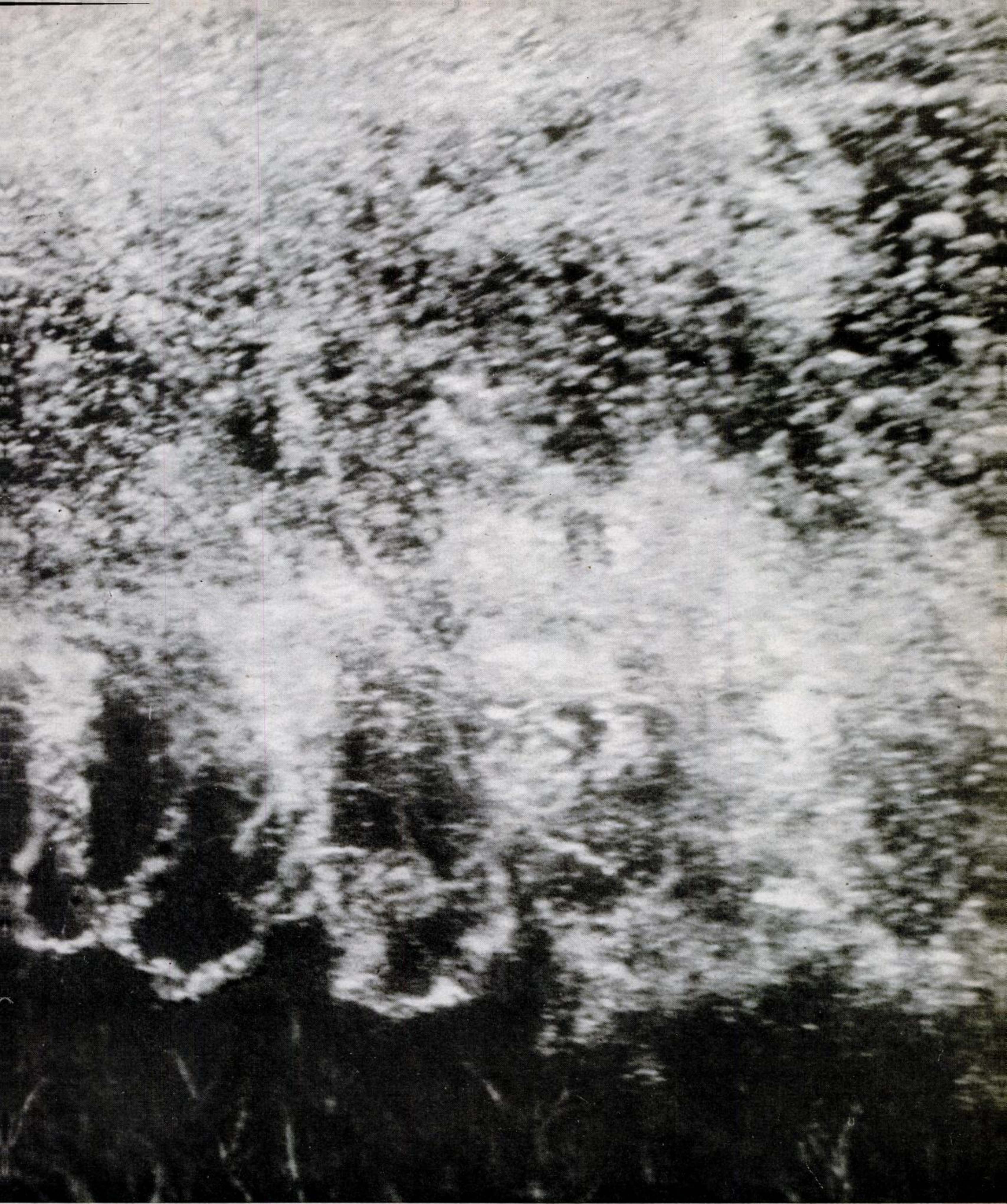


See NBC-TV's spectacular “Producers' Showcase” in RCA compatible color or black-and-white, Monday, July 25.



COIL IN A BOIL

The striking double corkscrew pattern of bubbles above is the underwater wake of a 16 hp outboard motor. The picture was taken by Carroll Seghers II who submerged himself beside a



post in Silver Springs, Fla. while a friend drove the boat past him, four feet away, 70 times until Seghers got the effect he wanted. The bubbles come from the vaporization of water

by the propeller. Water pressure on the front of the propeller blade is lower than behind it, and the water in front "boils"—as it will at low pressure even at the Silver Springs water

temperature of 72°. Peeling off the tips of the blade, the bubbles spiral back in a pattern only slightly marred by ejection just above the propeller of water vapor from the cooling system.

A tip to golfers

from



Sam Snead

“You’ve got to have
clean clubs to hit
clean shots”

For accuracy

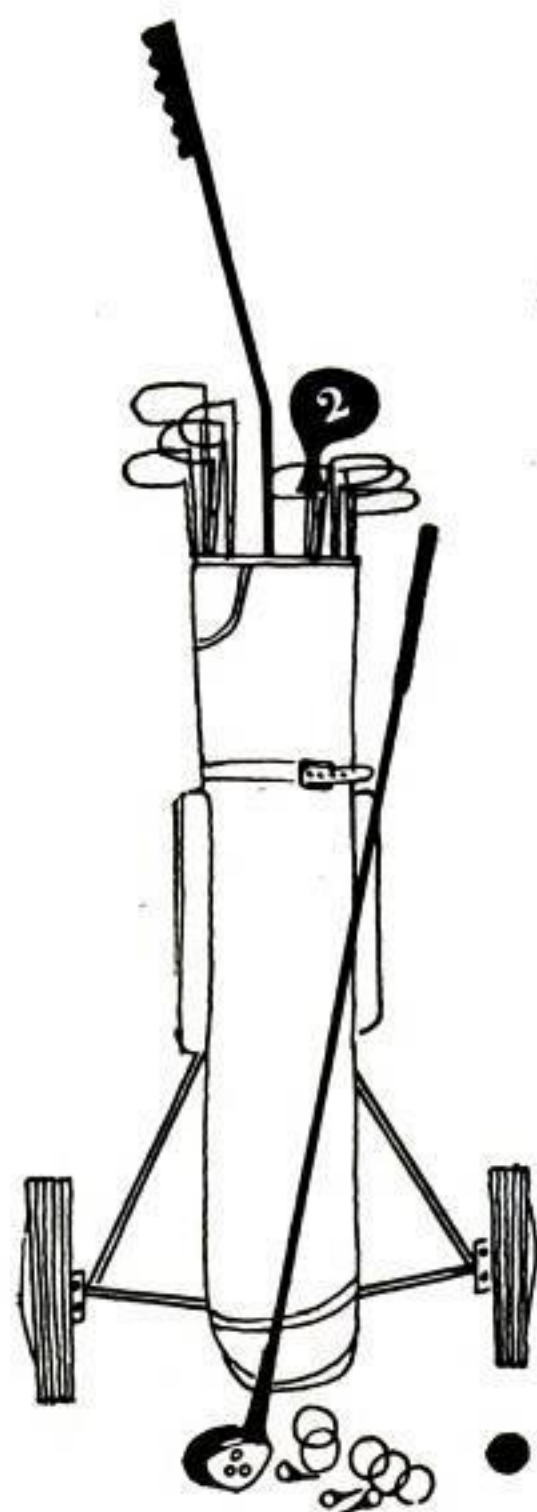
“A dirty iron can handicap any golfer’s game,” says the great Sam Snead. “Particles of golf ball paint, soil and grass prevent crisp, clean contact between club and ball. A dirty club can send a good shot yards off line.”

For backspin

“The grooves in the blade of your iron are there to ‘grip’ the ball and give you backspin. If the grooves are filled with dirt—you’re not going to get the backspin needed to bite and hold the green.

“Easiest way I know to keep clubs clean is S.O.S.,” says Sam Snead. “There’s soap right in the pad—which lubricates and prevents scratching. S.O.S. quickly cleans off golf ball paint, soil, grass stains—even rust.”

Clean them with S.O.S.® *Sam Snead*



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S. O. S. Mfg. Co. of Canada, Ltd., Toronto, Ont.



Nothing cools you off—gives you a “lift” like

Treat yourself to the “cooling-est” drink ever . . . quick as a wink! Minute Maid Fresh-Frozen Lemonade is ready in mere seconds. Cools you off, peps you up—fast! Pure, wholesome . . . let your youngsters drink their fill. Better for them than “colored-up” drinks. No lemons to squeeze, no sugar to add. Available in two sizes—6-oz. and 12-oz. economy cans.



MINUTE MAID LEMONADE

Fresh-Frozen From Real California Lemons

Quick! Easy! Rich in Vitamin C!

(no artificial flavor or color)

Play it sweet!



A Product of General Foods

Beat the drums! Crash the cymbals! Then play it sweet! Here comes Sugar Crisp—the world's most delicious cereal! Coated with honey and sugar, crisp and crunchy, it's sure to be the sweetest way to begin the day—high note of any meal! For goodness sake—get **Post Sugar Crisp!**

For **BREAKFAST** it's dandy!

For **SNACKS** it's so handy...

or eat it like **CANDY!**



Richer, Creamier,
AERO SHAVE
Saves 20¢ a Can!



"CANNED-LATHER"
READY TO USE!



AERO SHAVE Lather Bomb
Also economical King Size—12 oz. only 98¢

In the kitchen

A few drops of highly penetrating 3-IN-ONE make appliances run better. It never gums up the way many oils do. America's most popular household oil.



"3-IN-ONE" OIL

TAKE 'EM ON YOUR TRAVELS—ENERGY-PACKED **SUN-MAID RAISINS!**



Best For Cooking And Baking Too!

Ask your grocer for the SUN-MAID 6-PACK. Six pocket packages just right for between meal snacks!

NOW FLAVOR-PROTECTED WITH CELLOPHANE

Headache
such FAST relief
Get the BEST
for LESS!

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200 tablets 79¢ • 100 tablets 49¢ • 12 tablets 10¢

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WHAT KIND OF A MARRIAGE CAN IT BE
WHEN A WIFE MUST SAY...

"the truth
is the only
decent thing
I've got left
to give!"



ALL THE STARTLING
INTIMACY OF THE
GREAT PULITZER
PRIZE PLAY!



Universal International presents

JOSÉ FERRER | **JUNE ALLYSON**
The Shrike

with JOY PAGE • KENDALL CLARK • ISABEL BONNER • Directed by JOSÉ FERRER
Screenplay by KETTI FRINGS • Based on the play by JOSEPH KRAMM • Produced by AARON ROSENBERG
COMING SOON TO YOUR FAVORITE THEATRE



JOLLY ZHUKOV GREET'S WIFE OF U.S. AMBASSADOR BOHLEN, WHO WAS IN U.S.

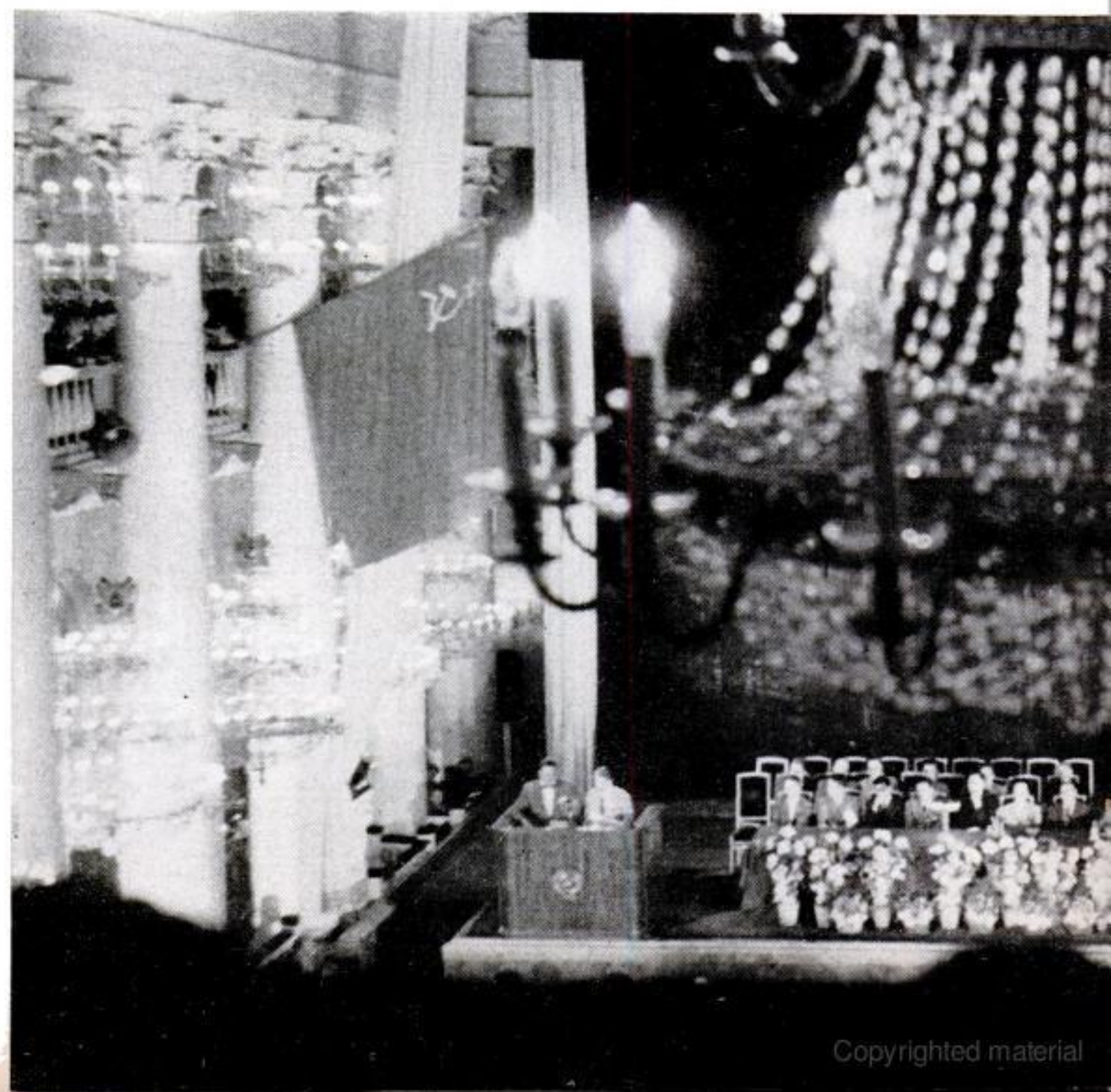


EX-PREMIER MALENKOV ACTS AS IF HIS DEMOTION WERE A GREAT BIG JOKE

MA, THEY'RE MAKIN' EYES KREMLIN BEAMS SMILES TO U.S.

Photographed by LEONARD McCOMBE

THE AMERICAN FLAG flies in Moscow's Hall of Columns at ceremony before U.S.-Soviet chess play.

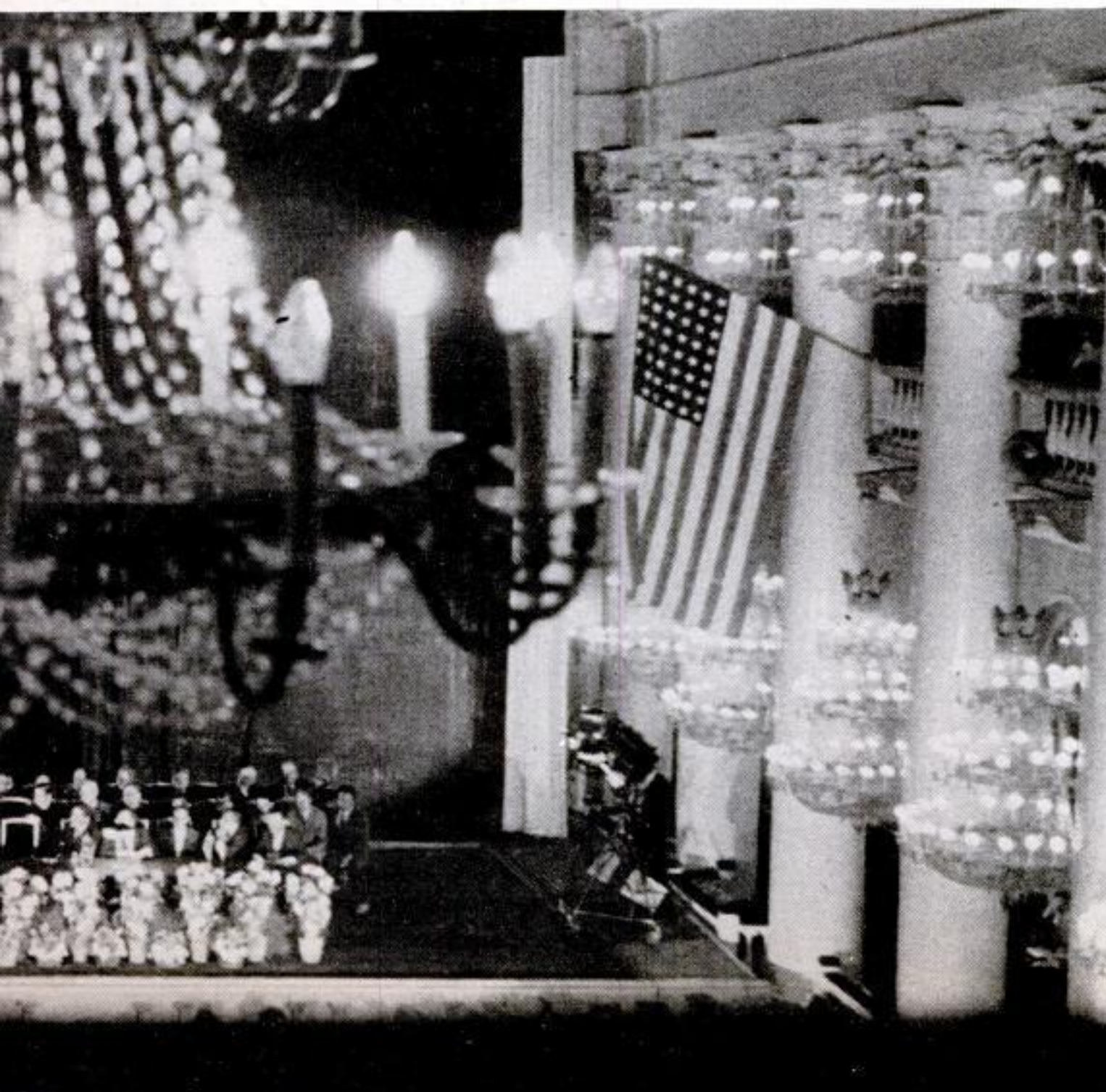




PREMIER BULGANIN IMPISHLY BANTERS WITH LIFE PHOTOGRAPHER McCOMBE



GRINNING KHRUSHCHEV WAGGLES A FINGER AS HE CHATS WITH AMERICANS



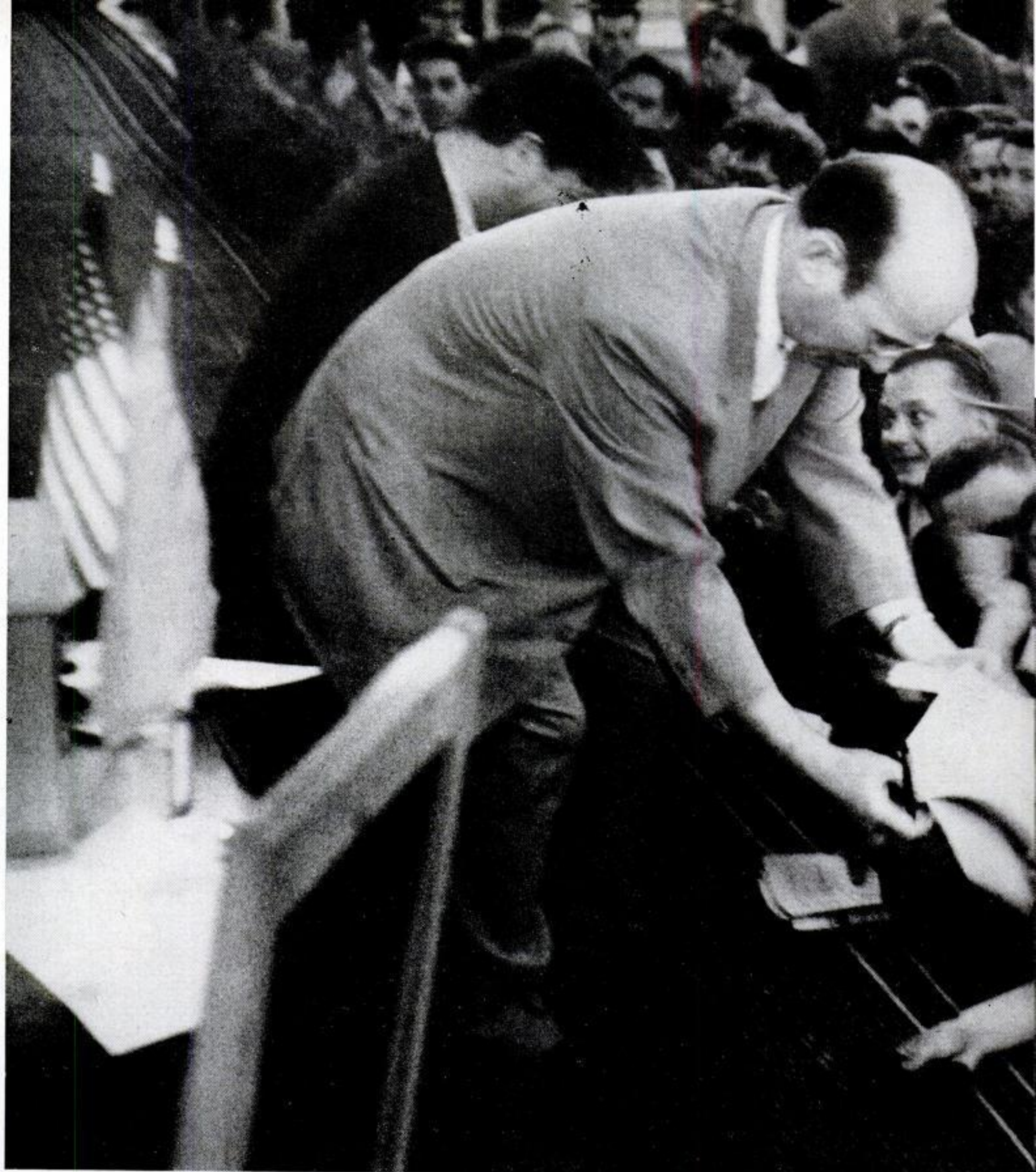
FOURTEEN days before the Big Four meeting in Geneva the normally granitelike faces of the men who rule Russia broke into ingratiating smiles directed straight at Americans. The occasion was the Fourth of July party given by the U.S. Embassy in Moscow, which this year took on added glamor with the presence of a visiting U.S. chess team and the chess champions of the U.S.S.R. When the embassy decided to invite the Russian brass, nobody knew if they would come (after all, it had not even been worth the effort to invite them for nearly 10 years). But there they were: Premier Bulganin, Eisenhower's old friend Marshal Zhukov, Communist Party Boss Khrushchev, even ex-Premier Malenkov. They were bursting with goodwill toward the U.S., which contrasted violently with the fire-eating hostility they have all voiced in anti-U.S. speeches.

There was more than mere affability in all this, as Khrushchev himself made plain when he seized the occasion, first making sure U.S. journalists were in listening distance, to knock down any idea the Russians were about to negotiate from weakness: "Never have we had a more solid situation than now. . . . We aren't going to Geneva with broken legs." But the affability itself thoroughly penetrated Moscow (*following pages*) where Photographer Leonard McCombe had accompanied the U.S. chess team. The new friendliness, whatever its motivation, was quite a spectacle and encouraging. But what "Be Nice to Americans Week" really meant was something for Eisenhower and Secretary Dulles to find out at Geneva.

SMILES FOR CAMERA, AN EFFUSIVE TRIBUTE TO OUR CHESS TEAM



CURIOUS COPS watch as Richard Barshell, who came with chess team, shows off his U.S. camera



RUSSIAN AUTOGRAPH HUNTERS BESIEGE U.S. CHESS STAR SAMUEL RESHEVSKY AS IT BECOMES APPARENT



MERRY MODELS who all spontaneously smiled for Photographer McCombe included an overalled woman worker clowning by a "danger, construction" sign,



a laborer holding his child in a Moscow park of culture and rest and a boy making the rounds of an exhibition of paintings in the celebrated Tretyakov art gallery.





THAT HE IS GOING TO WIN A GAME IN PROGRESS WITH THE SOVIET WORLD CHAMPION MIKHAIL BOTVINNIK



FRIENDLY WAVE at McCombe's lens is made by a young girl in a crowd coming from Red Square.



RARE SOUR NOTE is struck by a scowling boy in group examining U.S. car before Metropole Hotel.



PLEASED POSERS for McCombe's camera elsewhere around Moscow were a blond sweater girl going out on a summer day's promenade, a boy selling a bunch



of peonies on a downtown street corner and a leading Russian ballerina, Olga Lepeshinskaya, who was a guest at the U.S. embassy Independence Day party.





THE BIG MATCH, first of four between Reshevsky (left) and Russia's Botvinnik, opens with move by Reshevsky, who won in 41 moves. As play progressed, moves were registered on big board in background to keep audience abreast of the game.

Kremlin Smiles CONTINUED

AMID HOSPITALITY, COMPETITION

The steam that New Yorkers generate at World Series time was matched in Moscow last week by popular interest in the Soviet-American chess matches. The Russians are the best chess players in the world (70 million of them play the game), and the result was not unexpected. Despite a brilliant performance by Samuel Reshevsky, who once defeated and three times drew with Soviet ace Mikhail Botvinnik, the Russian team won easily, 25 points to 7. The Soviets also set a new record for hospitality. Usually unrelentingly tense about their chess, they unbent completely when the boards were put aside to shower the American players with official embraces and cheery sightseeing tours. To top it all off, Soviet Sports Minister Dmitri Postnikov gave an elaborate party for the American team and had the cook bake a cake inscribed with a sentiment (*opposite page*) which seemed a startling thing to encounter in Moscow.



OFFICIAL TOUCH to tribute given chess team was supplied by Bulganin and Khrushchev, who flanked Reshevsky for photograph at U.S. embassy party. Also in front row are (left to right) Malenkov, Gabriel Reiner, travel manager of the

U.S. team, U.S. Team Captain Alexander Bisno and American player Isaac Kashdan. Other American and Soviet players are in rear. Reiner used visit to investigate Moscow facilities for U.S. tourists, whom Soviets now plan to admit.



RAPT EXPRESSIONS of Russian chess fans, two of whom are using opera glasses to follow moves on the big board, reflect tension of the matches.



SIGHTSEEING in Tretyakov gallery, U.S. player Max Pavey (mustache) and Reiner enjoy a laugh as a Russian schoolteacher calls her pupils together.



HIGH TIME is had by Mrs. Rosser Reeves, wife of the U.S. chess team manager, shown playing a kind of charade, at the big party given by Postnikov.



A LOOK AT THE WORLD'S



WEEK



PRISON RIOTERS, STILL UNDER SUSPICION

In an ugly but nonviolent revolt the toughest criminals in the Washington State Penitentiary's "maximum security" wing got control of the prison and held it for 26 hours, even to feeding nonrioting prisoners. They surrendered after getting a promise of reforms but were forced to strip to be searched for weapons. None were found on the prisoners, but a cell-by-cell shakedown of the prison yielded knives, razors, hammers, even an electric drill.

← MONTEVIDEANS FROM NORTH AND SOUTH

Honor guest at the Montevideo (pronounced MonteVIDio), Minn. annual fiesta was Señora Blanca Violeta Baldrich of Montevideo (pronounced MonteVIDAYo), Uruguay. Looking dark and alluring in her native costume, Vicky, Miss Montevideo of 1955, was attended at parties by a bevy of American girls looking fair and alluring in their native costumes.



BOSS OF THE NEW YORK SUBWAYS

Standing bemused in a New York subway station while the multitude flowed about him, Charles L. Patterson pondered a new job. He had moved from vice president of the Bessemer and Lake Erie Railroad, which hauls no

passengers, to chairman of the Transit Authority which operates the subways, most concentrated passenger carrier in the world. His job will be to check the trend that has reduced subway traffic by one third in the last seven years.



READY FOR BRITISH TO MARCH AGAIN

In the square behind Boston's Old North Church, near the statue of Paul Revere, the Rev. Charles Peck, vicar, strolled happily after performing a particularly pleasant duty. The church steeple (*background*), toppled by 1954's Hurricane Carol, had been restored and he had just rung the bells.



CENTER OF CUSTODY STRUGGLE

Hildy McCoy, 4, was subject of statewide controversy as she nestled in arms of her foster parents, Mr. and Mrs. Melvin Ellis of Brookline, Mass. A court ordered her taken from them under a law aimed against mixed-faith adoption, but her Jewish foster father said he would go to jail first.



TRAGEDY ON CHEROKEES'

The swinging bridge over the Oconaluftee River in the Cherokee Indian Reservation of North Carolina was jammed with carefree tourists attracted to the other side by the trading post of Chief Osley Bird Saunooke. As the traffic increased and youngsters began jumping up and down to



AN UNPLANNED PRELUDE TO MURDER

In an unplanned preview of a murder, British army Sergeant Emmett-Dunne (6 feet 3 inches) clowned a few years ago at a party by faking a fight with Sergeant Watters (5 feet 1 inch). Now Emmett-Dunne is to die for killing Watters in a real fight over Watters' wife (*background*).



CAROLINA RESERVATION

make the span sway, the chief became worried. He tried to clear it, but before he succeeded a cable slipped and the bridge collapsed. Two women (one indicated by the arrow) died from injuries suffered in the collapse of the bridge and 40 people, pitched from the structure, were injured.

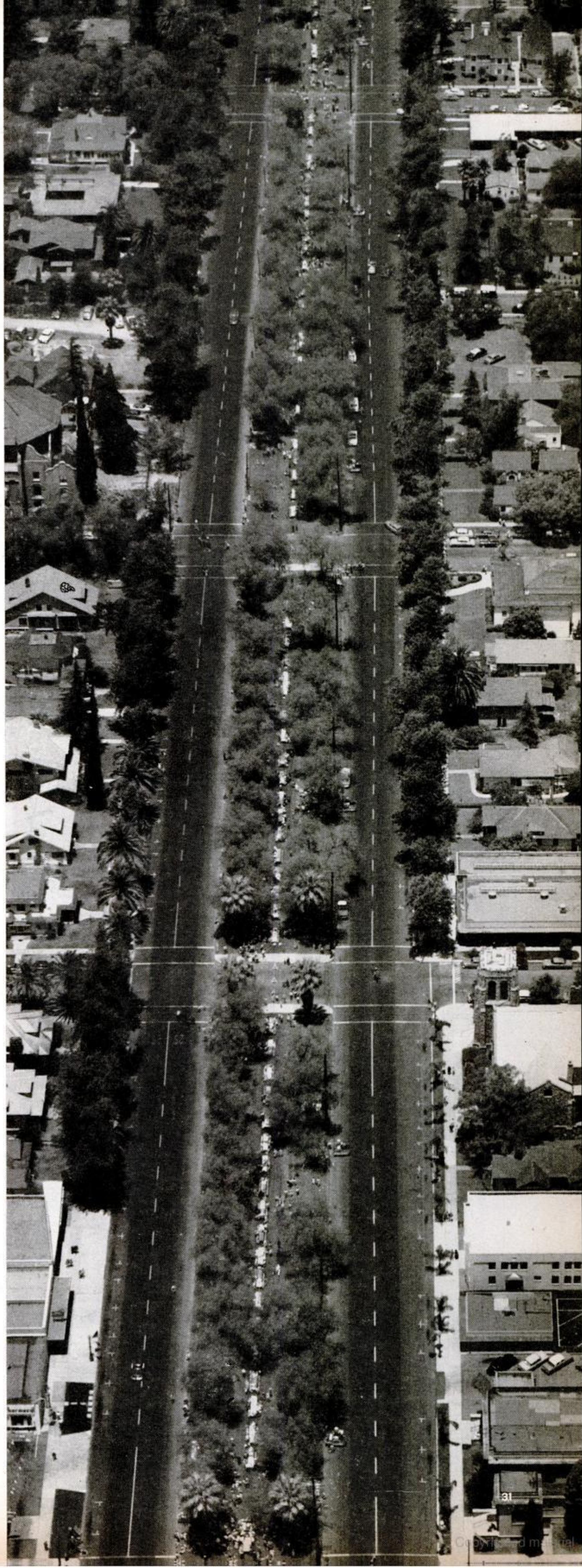


\$50,000 WILD GOOSE CHASE

Two Long Islanders, Thomas Maldona, 21 (left), and George Teen, 17, were accused of breaking into a moored fishing vessel and sending out false radio reports of a fire at sea and rescue by a "foreign submarine." Their calls set off a \$50,000 search by Coast Guard ships and planes.

WORLD'S LONGEST PICNIC TABLE →

Every Fourth of July, Ontario, Calif. asks people who moved west from other states to gather at a picnic table billed as "a mile long" and reminisce about the old days. This year 70,000 people representing most of North America showed up and the board lengthened to a mile and a half.





SEEKING AN ISSUE, Tennessee Senator Albert Gore bears down on Banker Wenzell in hearing. The Senate's most articulate and persistent critic of Dixon-Yates, he said Wenzell not only gave technical advice but helped make policy.



DEFENDING HIS ROLE, Wenzell tells subcommittee he had no hand in the selection of his investment bank as the Dixon-Yates financial agent. He said that any further expansion of the TVA would constitute "galloping socialism."



AMID THE CONTROVERSY, WORK CONTINUES ON DIXON-YATES SITE AT WEST

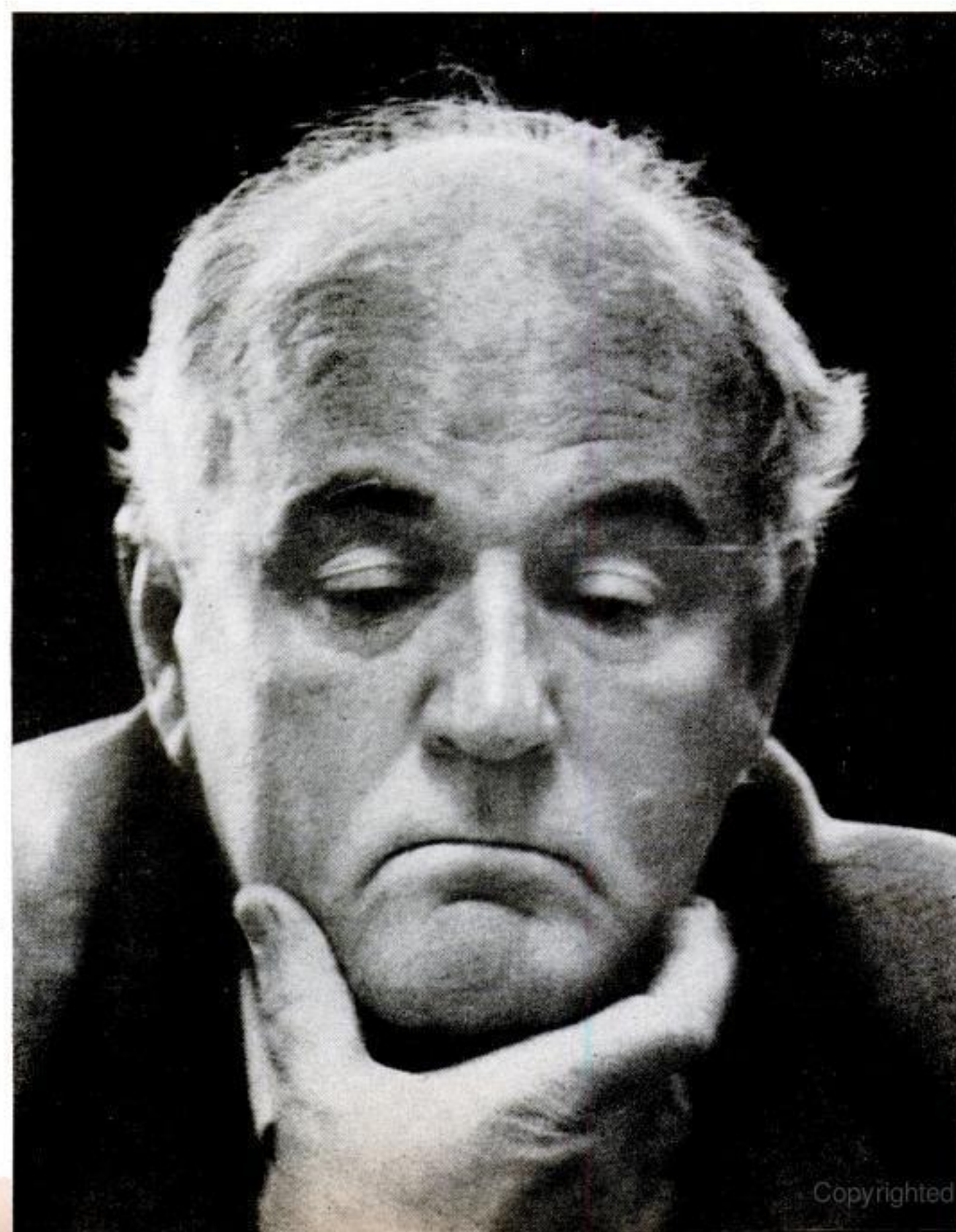
THE SPEAKING PARTS

Senators look into row on who should produce

When President Eisenhower proposed a year ago that a \$107 million generating plant be built by private interests at West Memphis, Ark. to supplement the TVA, the Atomic Energy Commission negotiated a contract with a group headed by two Southern utilities executives, Edgar H. Dixon and Eugene A. Yates. The Democrats, sensing a hot political issue for 1956, accused the Administration of trying to wreck TVA. Last week, even as bulldozers cleared ground for the plant, the Dixon-Yates project was plunged even more deeply into the controversy over public vs. private power.

A Senate subcommittee headed by Tennessee's Estes Kefauver was spear-heading the Democratic effort to discredit the Administration. Opening hearings into financial aspects of the Dixon-Yates contract, Senator Kefauver set out to prove that a banker named Adolphe H. Wenzell, who was an adviser to the Bureau of the Budget when the contract was drawn, had had a financial interest in the deal. At the time Wenzell

SUPPORTING WENZELL, Attorney Arthur Dean, who appeared on behalf of the First Boston Corporation, told subcommittee that Wenzell did not make policy in Dixon-Yates case but advised government on financing of private power.





MEMPHIS. HERE A BULLDOZER SHOVS BIG PIPES ONTO THE CLEARED LAND

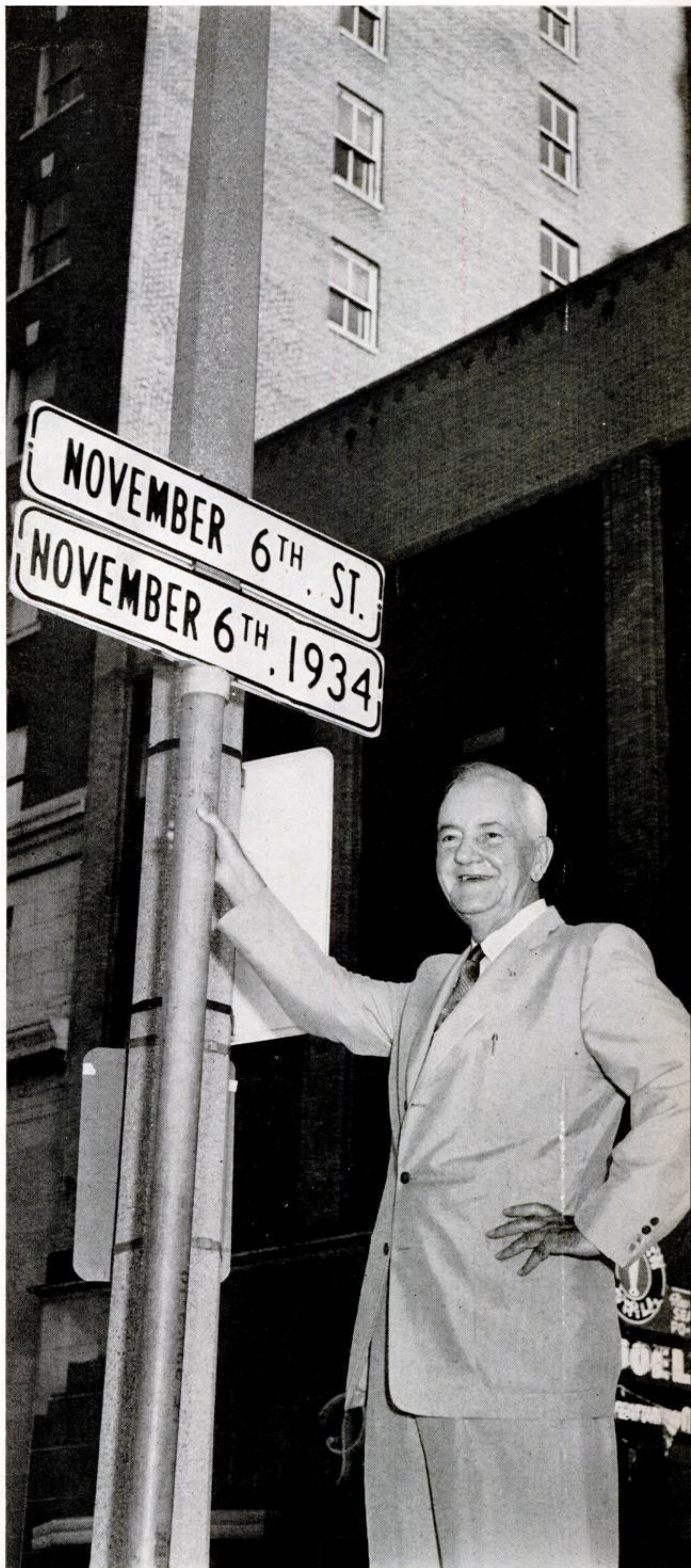
IN DIXON-YATES CAST

power, but Memphis may make debate academic

was also a vice president of the First Boston Corporation, an investment bank which became financial agent for the project but accepted no fees for its services. At a press conference the President insisted Wenzell's role in the Dixon-Yates negotiations had been entirely proper.

Meanwhile the city of Memphis abruptly made a move that seemed likely to take Dixon-Yates out of the power debate and possibly lessen its impact on the 1956 political campaigns as well. Memphis had been offered Dixon-Yates because its power needs were outstripping TVA's capacity. The President previously stipulated, however, in line with his policy of encouraging "local initiative," that he would be pleased if Memphis would build its own generating plant. Mindful of Memphis residents' fierce loyalty to TVA with its cheaper rates, the city commission voted last week to borrow \$100 million to put itself into the power business. If Memphis follows through on that, the administration has indicated its willingness to cancel the Dixon-Yates contract, dooming the project.

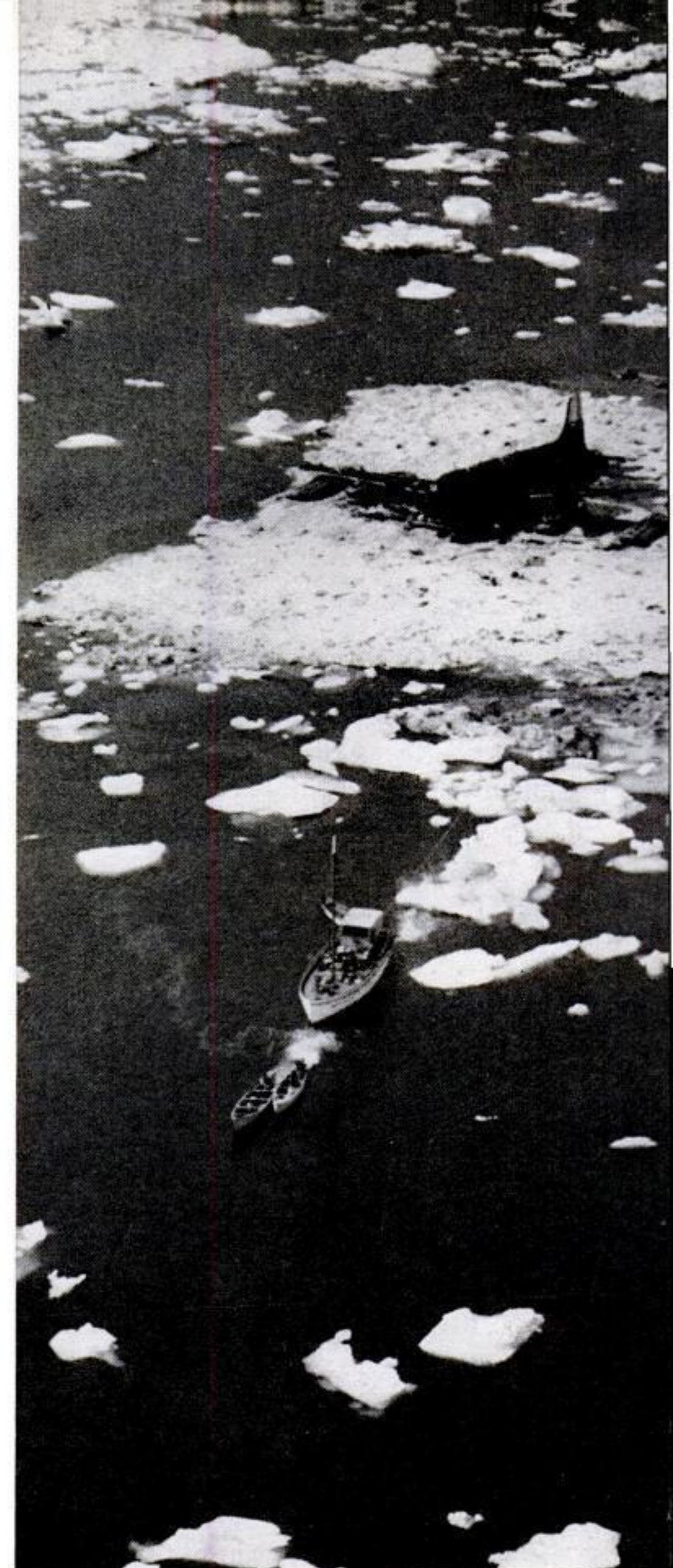
IN FAMILIAR ROLE, Senator Kefauver accuses Wenzell of having served "two masters" in a way which "approaches violation of the Criminal Code." The one-time crime prober also accused Wenzell of attacking TVA "behind its back."



PUBLIC POWER PARTISAN, Mayor Frank T. Tobey of Memphis proudly displays signpost on street named for date the city accepted TVA. Tobey advised Washington that Memphis will build plant even if Dixon-Yates is completed.



ADJUSTING TOW LINE, A SALVAGER MANEUVERS AN ESKIMO CANOE INTO POSITION AT EDGE OF ICE SLAB



STRAINING ON ROPES, "IVIK" AND TWO CANOES

THE PERILOUS DOCKING OF AN ICEBOUND DC-4

Amid the ice packs of Hudson Bay last week a \$5,000 gamble paid off in the salvage of a \$500,000 airplane. Perched on flimsy rubber pontoons, a crash-landed DC-4 on which an insurance company had given up (LIFE, June 27) crossed 45 miles of water and made port in Churchill, Manitoba.

The crew was rescued when the plane sat down on ice 10 weeks ago, but the plight of the plane seemed so hopeless that the insurers called it a loss and paid off the owners, United States Overseas Airlines.

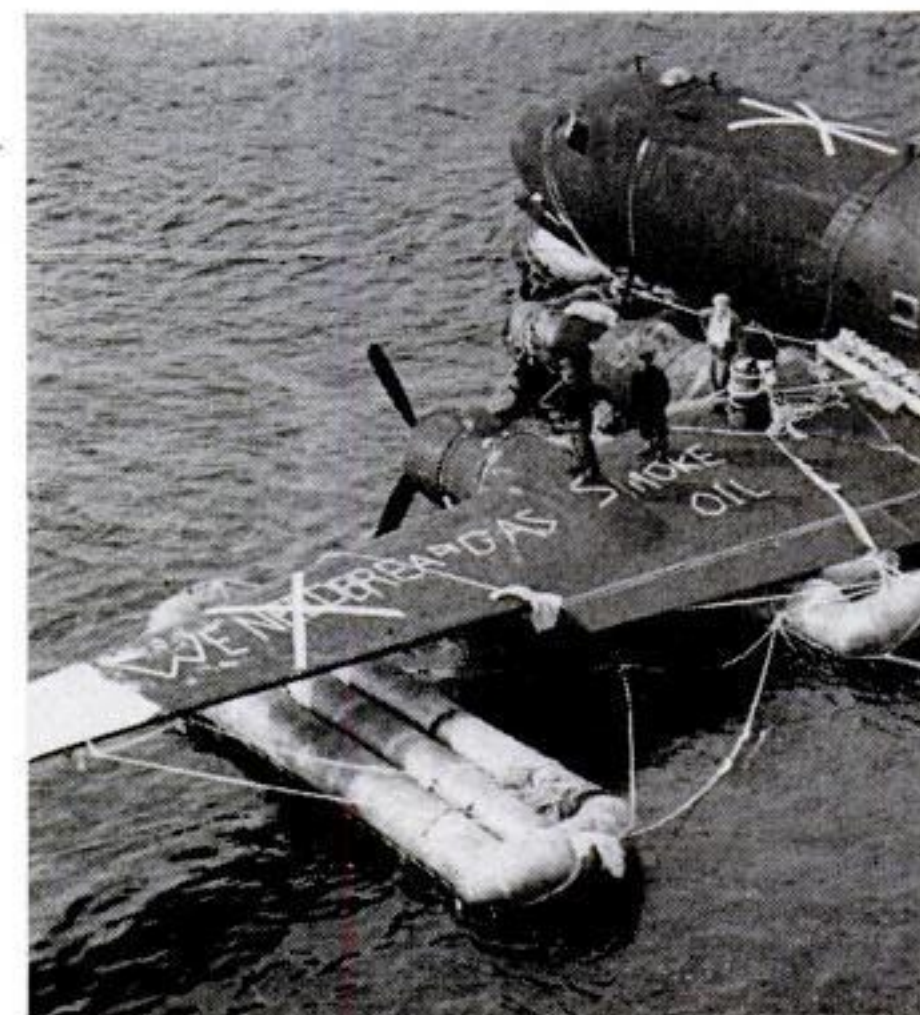
However the airline decided to try to save the plane and paid \$5,000



SMOKE SIGNAL is waved by member of crew to attract a helicopter bringing spare parts for boats.



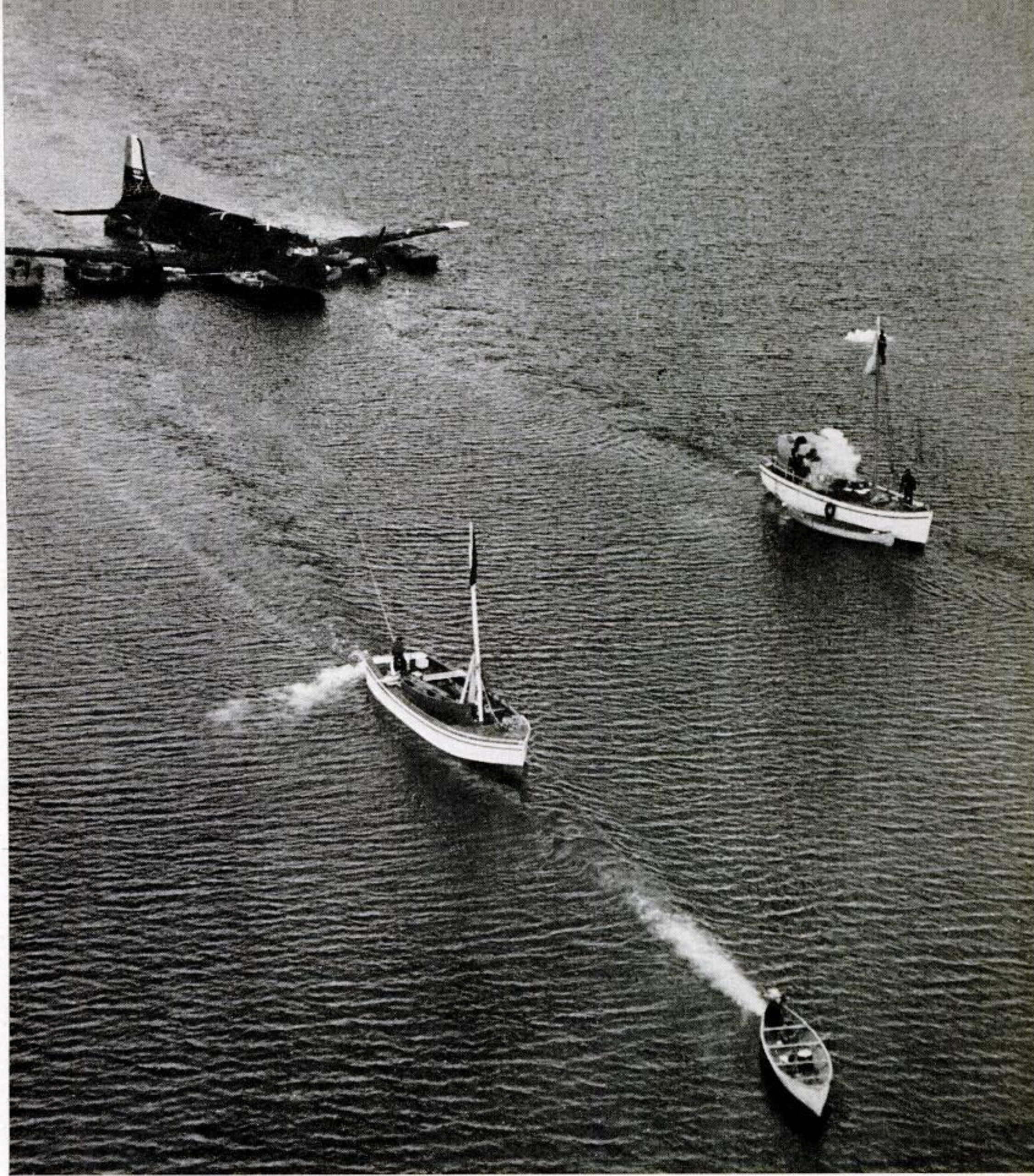
CLEARING A PATH, salvager uses a pole to try to fend off ice floe menacing the *Ivik* and its load.



REPORTING A CRISIS, crew informs helicopter pilot by message on wing that boats are out of gas.



TOW FAST-MELTING SLAB TOWARD OPEN WATER



IN CLEAR WATER PLANE RIDES ON PONTOONS AS CANOE AND TWO WHALING BOATS PRESS TOWARD PORT

back to the company for salvage rights and eventually spent about \$50,000 more on the project. A salvage crew began insulating an expanse of ice with hay and sawdust dropped from another plane, hoping it would last until the ice raft could be towed to land. But they had to leave when a storm threatened to break up the ice.

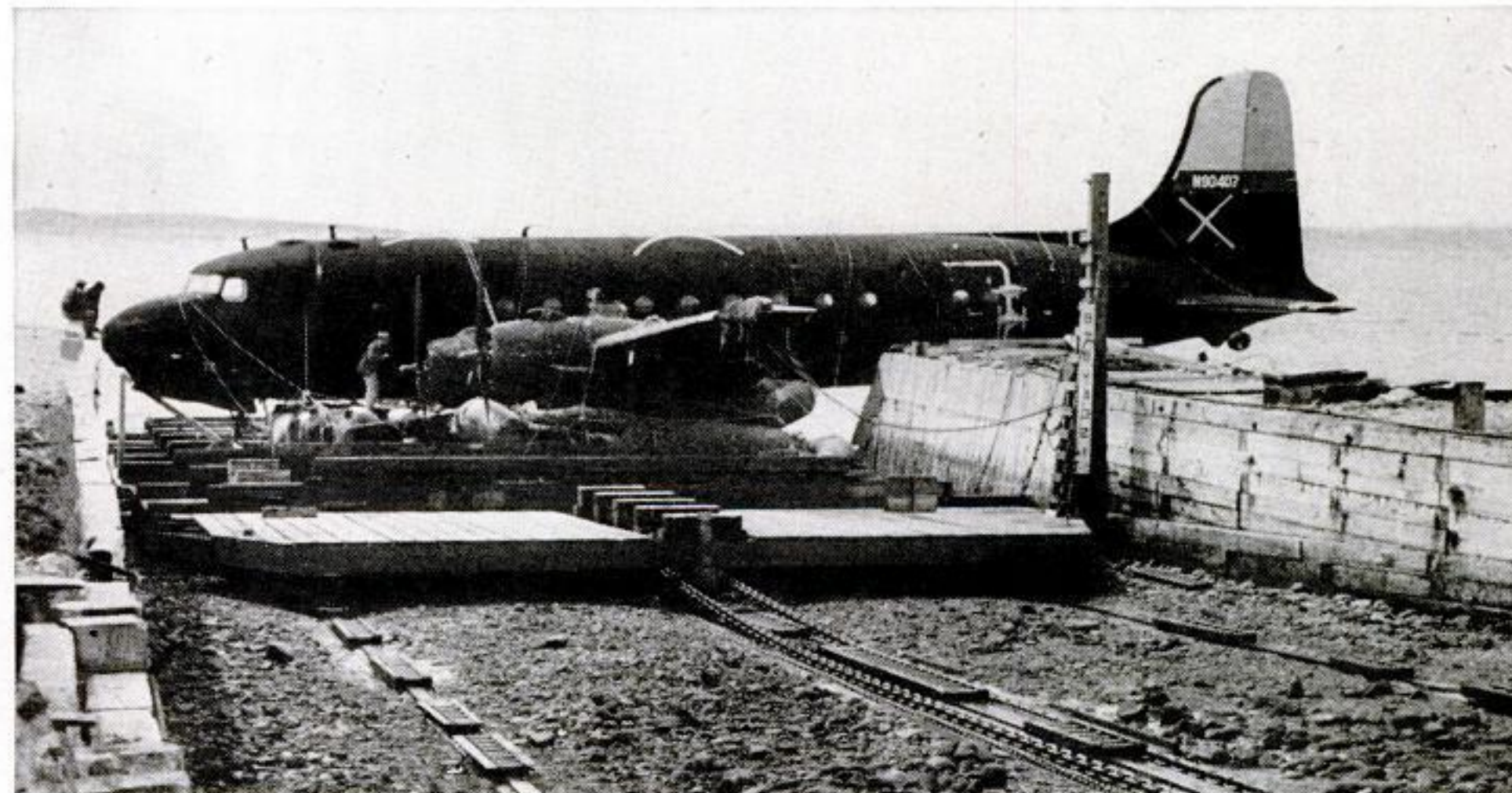
Then a low overcast moved in and for days the salvagers could not locate the site. When a spotter plane finally found it, much of the ice was gone. Unable to obtain a tugboat, the salvagers tried to tow the

shrinking ice slab with motor-propelled canoes and an old whaling boat, the *Ivik*. One canoe was smashed in the process and two others lost propellers. The *Ivik* broke a propeller shaft coupling. The ice disappeared, the boats ran out of fuel and everything seemed hopeless.

But miraculously the plane stayed above water on pontoons. Spare parts were flown in. A sister ship of the *Ivik*—the *Adanak*—arrived with gas and gave a hand. Finally the DC-4 made it to a tugboat slip on the Churchill River, and when the tide went out it was high and dry.



SUCCESSFUL SALVAGERS, Amos Heacock (left) and Howard Hunt, stand on jetty at end of voyage.



THE \$500,000 PRIZE is pulled sideways into slip at Churchill. The landing gear and one engine were

torn loose in crash landing, and nose of plane was damaged. Airline plans to put it back into service.

DISARMAMENT AND CONFIDENCE

The most important subject at the Geneva conference will probably be disarmament. It is a subject, as the President said last week, which gives any close student the feeling of chasing himself in a squirrel cage. It is also a subject of unlimited dimensions, from H-bombs to harvests and from pistols to prevailing winds; the late Hugh Gibson, a veteran of the old League of Nations conferences, called one of them an affair of "hogs, fogs and bogs." Disarmament is also one of those magic words which the Communists will try to capture as they did the word "peace"; thus before anyone tosses it around he should be required to define it with some exactness, as a duty to what Lester Pearson calls "the defense of peace-loving words against verbal aggression."

The first question, then, is whether the U.S. really wants disarmament, and if so why and what kind. World War III is the only war in our history for which the U.S. has been prepared, and so far we have avoided it. Such peace as we have enjoyed with the Communists we owe to our arms program, not the lack of one; why then reduce it? There is so much sense in this argument that if Geneva does not lead to disarmament, no American or European need soon feel less safe than he does now.

But that is not the whole story. An arms race (and we are in one) has dangers of its own. Unlike World War II, for which only one side prepared, World War I was preceded by an arms race. A group of British and German historians have agreed that mutual fear of the other side's military power was the primary cause of World War I.

In the present race Russia has been gradually cutting down the long Western lead. As H-bombs lead to guided missiles, earth-satellites and other horrors, the edge between offense and defense, and between Russia and the West, may change sides several times. If the Russians give us no choice but to continue the arms race, the U.S. ought to put more effort into it, not less. For instance we could do a great deal more in continental air defense and in the training of engineers. But before doing so we certainly owe it to prudence, economy and world opinion to explore any safe possibility of moderating the race or even calling it off.

In the U.N. the major powers have been talking about disarmament for nine years. The original U.S. approach was the Baruch Plan for an international authority to control all steps in the making of atomic bombs. The U.S. then had an atomic monopoly and our plan was gratefully supported by all members of the U.N. except the Communists. The Communist position from the start was that everyone should take a pledge not to use atomic bombs; enforcement could be considered later. Their position was well described by New Zealand's Ambassador Munro: "They not merely put the cart

before the horse, but would leave us in the cart without any assurance that the horse would even be forthcoming." The Soviets embroidered their position with vituperative speeches, "peace" offensives, etc., but serious negotiations were at a standstill from 1947 until last year.

Meanwhile our atomic monopoly was broken and the arms race gathered speed. A year ago the U.S. offered new proposals on how a control agency might supervise disarmament, whether atomic or "conventional." The British and French did the same with suggested actual reductions. Last fall the Soviets, with much backing and filling, began a careful retreat from their seven-year immobility. This May they produced some proposals quite similar to the Anglo-French plan for limiting conventional arms and including an international control agency which would enjoy, says Molotov, "unlimited access to the objects of control." But these "objects" would themselves be limited.

Ever since Baruch's time an effective inspection system has been central to the U.S. position on disarmament. There are arguments, to be sure, that such a system is no longer feasible. There is now so much fissionable material, both in the West and in Russia, that enough to kill us all could easily be hidden before an inspection system could be set up. As a British scientist puts it, "You can't comb Russia for a couple hundred golf balls."

This fact shifts the emphasis of inspection but makes it more important, not less. The purpose of an inspection system is not to know where every pound of U-235 is. It is to know a country's whole military landscape so well that an attack (which involves big planes or missiles as well as little bombs) could not be prepared in secret. Not their arms as such, but their capacity for surprising us—that is what we have to fear most from the Russians. A system that would rule out surprise, while armaments remain in balance at any level, would be worth a good deal.

The Soviets' May proposals do not include such a system. They would confine the international inspectors to specified "control posts"—the very system that has made a farce of the truce terms in Korea. We insist, quite rightly, that inspectors should be allowed to travel freely, by air or on the ground, and inspect practically anything.

Vishinsky used to accuse us of wanting to spy out Russia's military secrets. This is a charge we have no reason to rebut. The more the Soviets insist on concealing, the less we should be willing to make any disarmament agreement. For as the President agreed last week, all disarmament questions boil down to the one question of confidence. If and when the Iron Curtain ceases to cover so much ground for suspicion, confidence will have something to grow on.

CONFIDENCE AND CAUTION

Speaking of confidence, the Paul Hoffman article on page 94 is full of it; also optimism. These qualities are typical not only of Paul Hoffman, but of America at her best. When they are harnessed to intelligent effort, they get surprising results, as Hoffman's box score shows. You won't learn it from the article, but it was Hoffman's own confidence, optimism and energy that were importantly responsible for two of the best results of the last 10 years: the revival of Europe via ECA, and the nomination of Dwight D. Eisenhower.

Hoffman is a shining link between salesmanship and statesmanship. He is now selling the idea that peace is within our grasp. Let us hope that Americans respond with their own plentiful confidence, optimism and energy to the opportunity

he describes. For if indeed the peace can be won, this is the way to win it.

But in doing so, let us also remember that peace is the most elusive target in the history of man. Its pursuit is strewn with pitfalls and difficulties, one of which is outlined above. A touch of pessimistic calculation should therefore salt our hopes. For example, Hoffman says that "time is on our side, not theirs," and in the vocabulary of faith this must be true. But it is also true that the Soviets have the H-bomb and are making alarming progress in weapons technology. The fact that they now want to buy time from us at Geneva does not mean that we have it to give away. If we sell them any, it should be at a very hardheaded price.

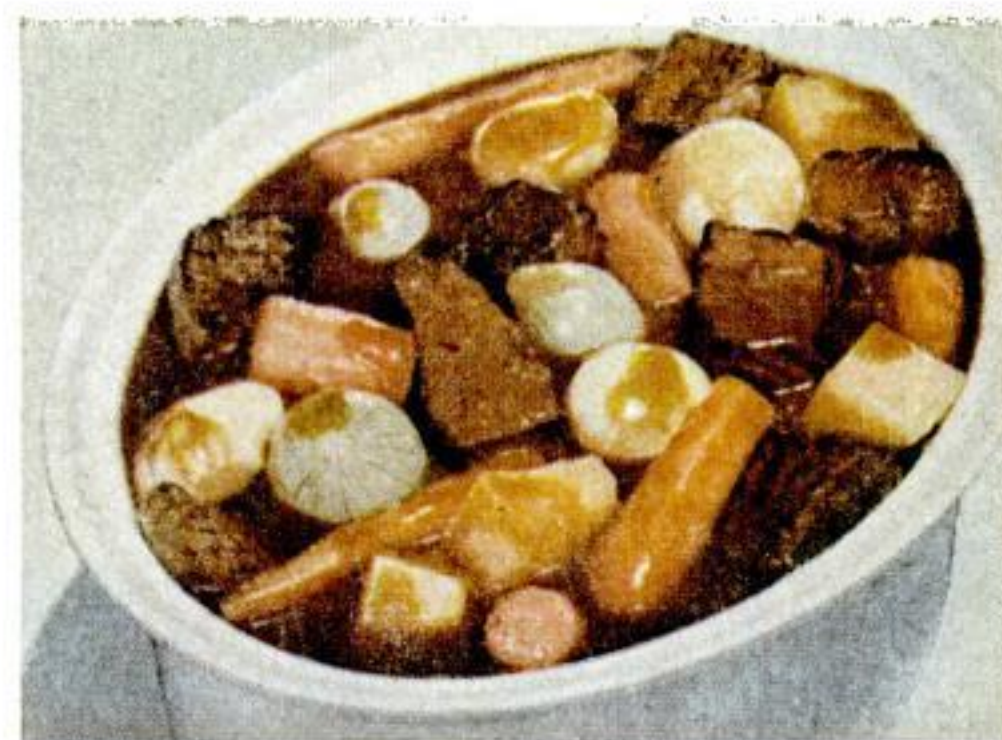


Shepherd's Pie! Brown 1 minced onion in 1 tbsp. shortening in skillet. Blend in 1 can Franco-American Beef Gravy. Add 2 cups cubed cooked

beef, 1 cup cubed cooked carrots, $\frac{1}{2}$ cup peas. Pour into casserole and pile 2 cups mashed potatoes on top. Bake at 450°F. for 25 minutes.



Beef Topping for potatoes! Brown $\frac{1}{2}$ cup chopped onion in 2 tablespoons shortening; blend in 1 can Franco-American Beef Gravy, 1 cup cooked beef, black pepper. Pour over baked or mashed potatoes.



Beef Stew in a hurry—thanks to Franco-American Beef Gravy! Simmer one cup cubed cooked meat, a few carrots, onions, potatoes with a can of Franco-American's pride and joy. It's terrific!

Have you tried these six ways to use Franco-American Beef Gravy?

It's ready to serve, smooth, rich, and low in calories.

MANY homemakers tell us that discovering FRANCO-AMERICAN Beef Gravy is like finding a new recipe book. There are so *many* enticing ways to use it! And it's *always* ready.

This velvety-brown gravy is made from quality lean *beef*, onions, celery and ten other ingredients, all blended into a smooth, rich

consistency. It's perfect gravy, with real roast-ing-pan flavor!

Shown here are six of the many intriguing ways to use Franco-American Beef Gravy. Your family is sure to like them *all*, so it's a good idea to keep several cans of this versatile Beef Gravy on hand.



"Beefy" Meat Loaf! For more real beef flavor, use Franco-American Beef Gravy as the moistening ingredient in your favorite meat loaf recipe. And before serving, ladle on *more* bubbly-hot gravy.

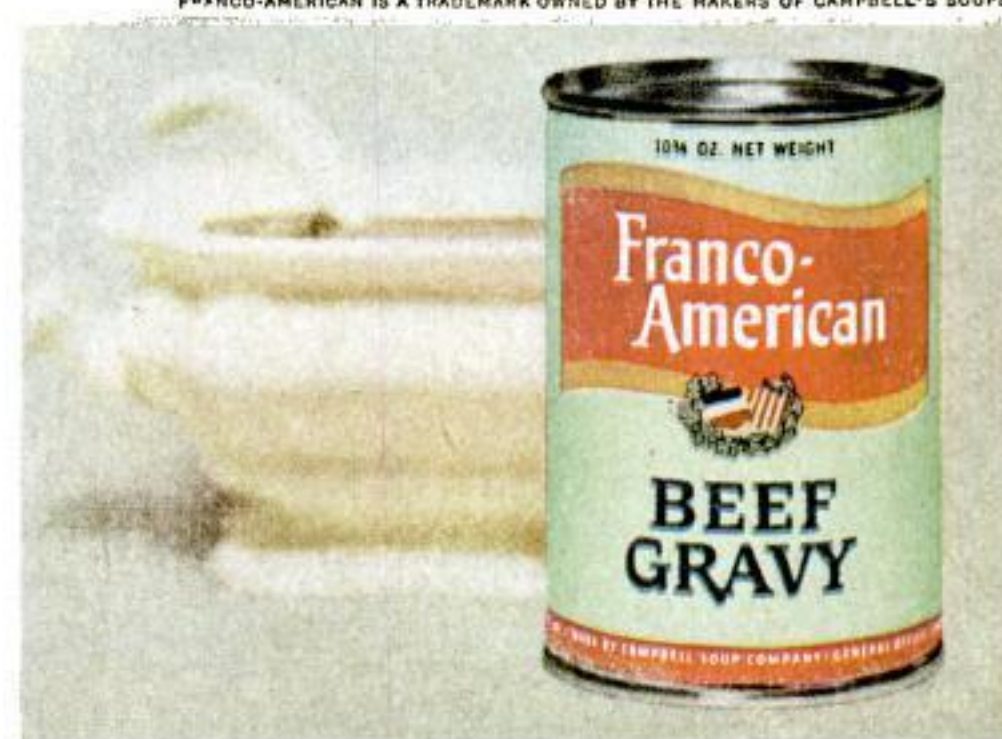
FRANCO-AMERICAN IS A TRADEMARK OWNED BY THE MAKERS OF CAMPBELL'S SOUPS



Sunday-best Rice! Mix 1 can Beef Gravy, $\frac{1}{2}$ cup water, 1 sliced onion, 2 sliced carrots, $\frac{1}{4}$ tsp. salt, dash black pepper. Bring to boil, stir in $\frac{1}{2}$ cup rice. Cover, simmer about 30 minutes, or until tender.



Steak special! Get 4 frozen minute steaks (1 pkg.), 1 can Franco-American Beef Gravy, makings for toast. Cook steak as directed on package, make sandwiches with toast, and pour heated gravy over all!



DIET NOTE: Franco-American Beef Gravy contains *very few calories*. About one-quarter the number you get in homemade gravy. So you can ladle it on generously—with no worries about your weight.

and
in trucks,
too



Chevrolet 1/2-ton Pickup Truck

GENERAL

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC



GMC 2-ton Stake Truck

Chalk up another win for our General Motors designers and engineers.

Just as they have set new standards of beauty, comfort and performance in the family car field—so they've revolutionized the industry's concept of how a truck ought to look, ride and work.

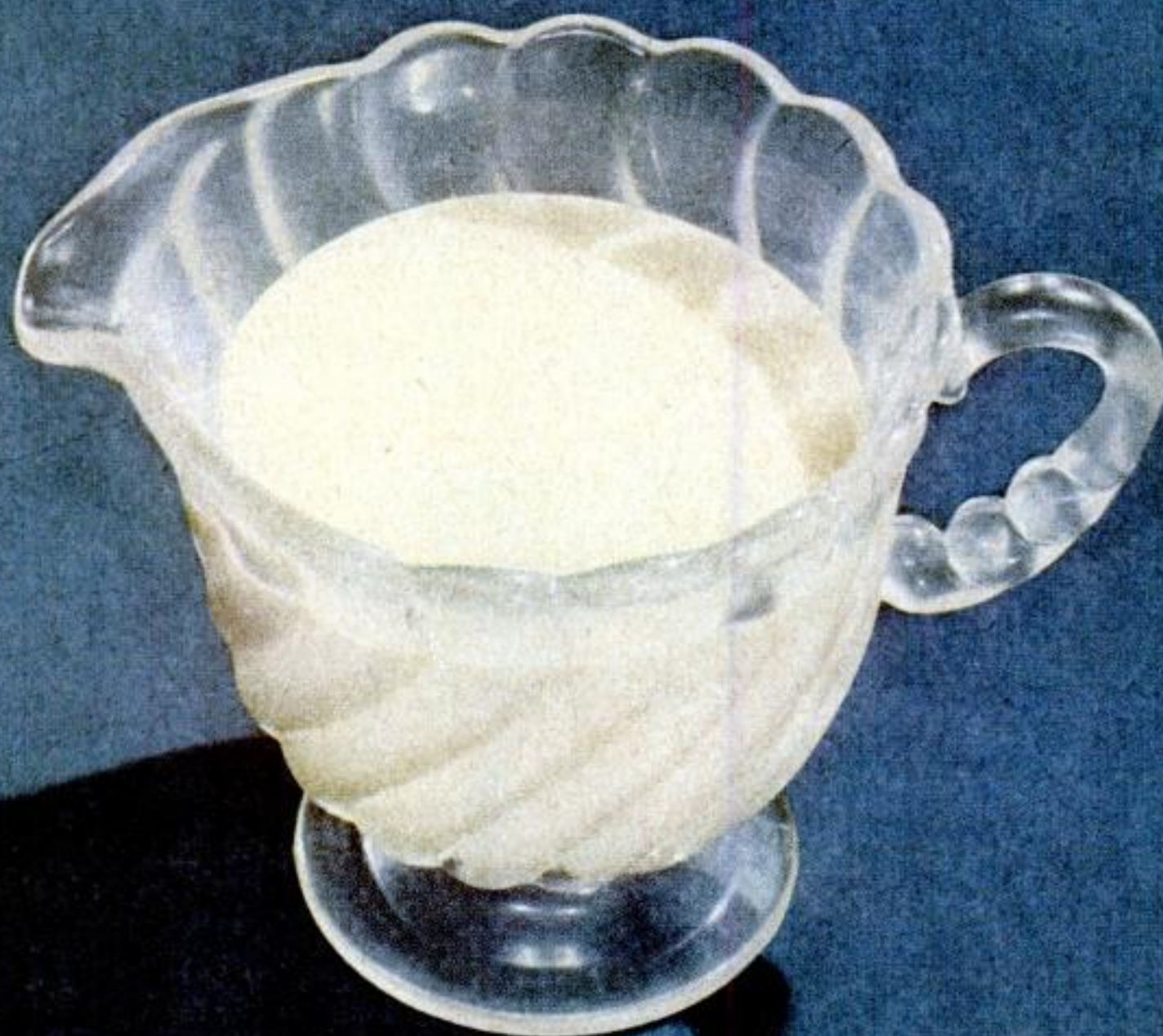
Right now—in the Chevrolet and GMC truck lines—you will find vehicles whose color and design add new pride to your product or service. Find new features like panoramic windshields, new comforts to lighten driver fatigue. And as for power—General Motors trucks offer you the ultimate for your particular needs—whether high-compression 6 or V8 gasoline engines or GM pioneered Diesels.

Add to all this such General Motors extras as truck Hydra-Matic Drive — Safety Power Steering—and you see why—the key to a General Motors truck (and that means every kind of truck—from half-ton pickup to 35-ton giant) is bound to be your key to greater value.

MOTORS *leads the way*

All with Body by Fisher • CHEVROLET and GMC TRUCKS

Foods Don't Trade Flavors!



Model CT1381 In Primrose Yellow; also available in Sea Mist Green or White.

cantaloupe and cream "live happily" together in an

Admiral®

DUAL-TEMP REFRIGERATOR-FREEZER



New light on an old problem! Admiral's new "Magic Ray" Lamp produces ozone that keeps flavors from mingling!...keeps delicate-flavored foods like cream from absorbing strong flavors of foods like cantaloupe...keeps the air in a Dual-Temp fresh, clean, and pure at all times!

Like Admiral's famous "Humid-Cold" Compartment, which keeps foods garden-fresh longer, Admiral's "Magic Ray" Lamp is big news! It has been tested and proved *in use* by the food industry! And the Admiral Dual-Temp is the *only* refrigerator-freezer with this vital food protection!

So, get the best out of a refrigerator-freezer—make *your* choice an Admiral Dual-Temp! See your Admiral Dealer today.

Admiral Corporation, Chicago 47, Illinois—In Canada: Canadian Admiral, Port Credit, Ontario.

You can own an Admiral Refrigerator for as little as **\$2⁰⁸** a week. Your old appliance may more than cover down payment.

"Touch-O-Magic" Door Opener! Door opens with gentle touch of your elbow—handy when hands are full! Beautiful as it is convenient.



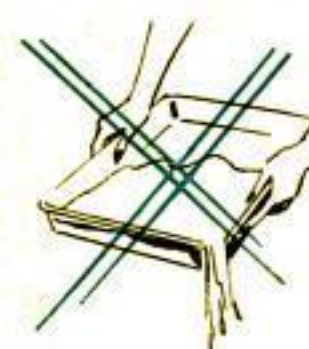
Sub-Zero Freezer fast freezes... stores 81 lbs. of food safely for as long as a year! Separately insulated and sealed off from rest of refrigerator.

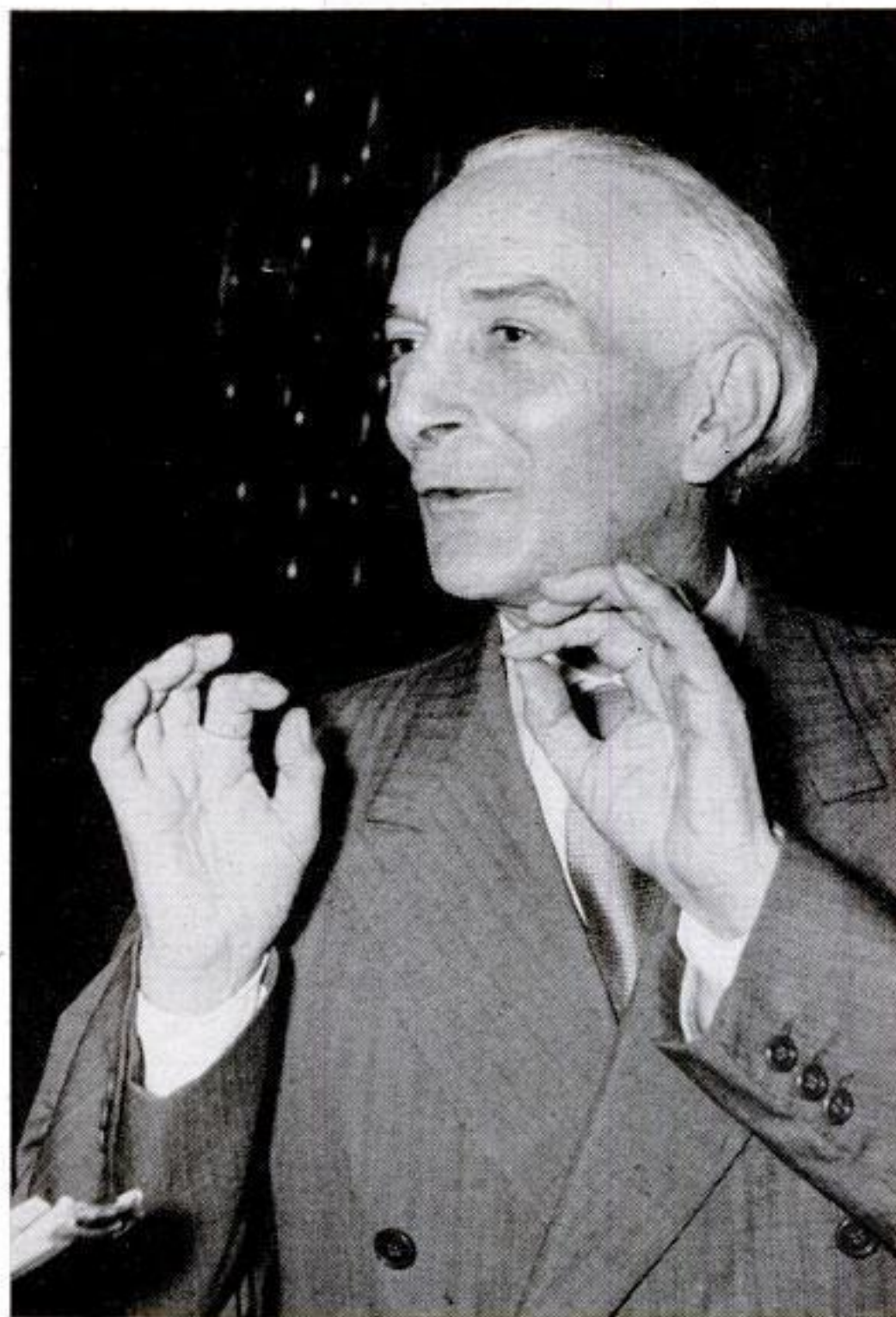


Glide-Out Shelves move on nylon glides. Removable door shelves hold quart bottles. "Dairy Chest" has Removable Egg Racks, Butter Keeper.



No Defrosting Ever! Excess moisture in the Humid-Cold Compartment is automatically eliminated. No pans to empty, no mopping up!





DRUMMING UP SUPPORT, SEGNI BEAMS AND CLASPS HANDS, ASSUMES MAESTRO POSE, EXTENDS QUESTIONING PALM

POLITICIAN'S HELPING HANDS

With eloquent gestures Segni makes friends for Italy's new government

Antonio Segni, whose name means "signs," used a lot of them in trying to form a new government in Italy. Pleading and gesticulating (*above*), he met with all manner of Italian politicians and finally persuaded his own Christian Democrats and three other middle-of-the-road parties to back him. These negotiations marked a peak in the career of 64-year-old Segni, a

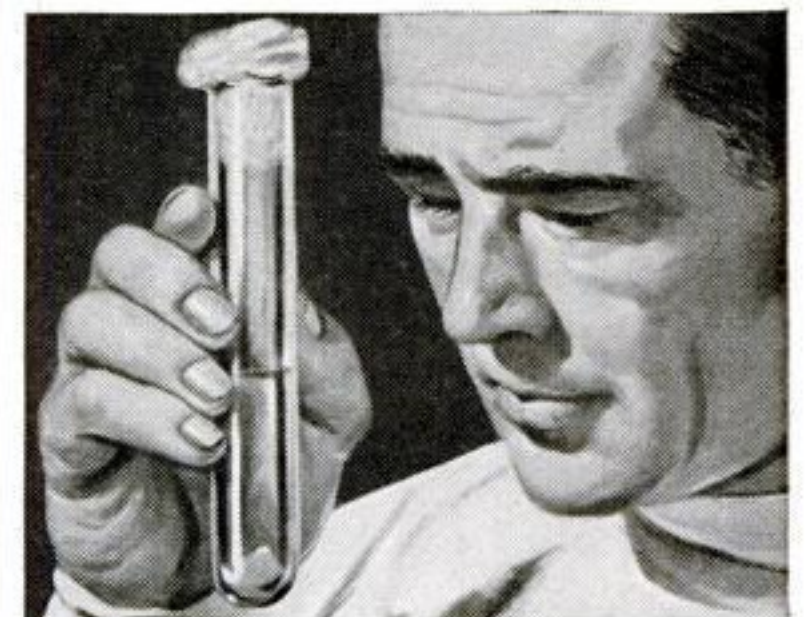
Sardinian landowner and lawyer who had been a minister of agriculture and a champion of land reform. Last week, after forming a cabinet heavily weighted with holdover members, he seemed likely to win a vote of confidence making him premier. A Roman expression going the rounds was: "Segni convinces more people with his hands than he does with his tongue."

KILLS 100%

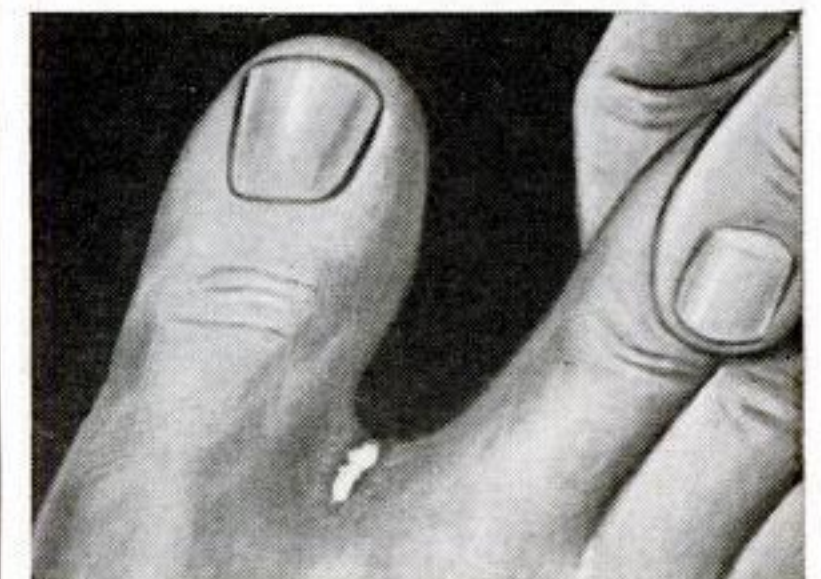
OF ATHLETE'S FOOT
FUNGI IN LESS THAN
5 MINUTES

Famous laboratory cultivates millions of Athlete's Foot fungi, reports every single one killed by Absorbine Jr.

Within seconds after you apply it, you feel Absorbine Jr. go to work. This time-tested stand-by has brought successful relief in a great majority of cases tested under strictly controlled clinical conditions—regardless of what kind of Athlete's Foot fungi were present. So relieve Athlete's Foot misery FAST with Absorbine Jr., America's No. 1 Relief!



Athlete's Foot fungi may attack your feet any time of year. And when your toes become moist, irritated, in summertime, they're least able to resist these parasitic micro-organisms. But as demonstrated in laboratory test, fast-acting Absorbine Jr. causes quick death to Athlete's Foot germs.



Raw cracks between the toes are where Athlete's Foot fungi get in, spread and infect. Toes redden, skin flakes off in whitish patches. These—and itchy pain—are usually symptoms of Athlete's Foot. When you see them, promptly apply Absorbine Jr. It kills all the Athlete's Foot fungi it reaches and promotes healing. To guard against Athlete's Foot, use Absorbine Jr. daily during summer. Sold at drug counters everywhere.

W. F. Young, Inc.
Springfield, Mass.



Absorbine Jr.
AMERICA'S NO. 1 ATHLETE'S FOOT RELIEF



ARE YOU REALLY LOVELY TO LOVE?

Is there an air of freshness about you... always?

All summer, every day, you're confident, *certain* of your freshness—when you use Fresh Cream Deodorant.

Your underarms are dry... stay dry! There's not a trace of odor. No worry about staining lovely clothes. Why?

Fresh contains the most effective perspiration-checking ingredient known.

Fresh has a wonderful freshness all its own. A delicate clear fragrance. A pure whiteness. A whipped cream smoothness. It's *never* sticky... *never* greasy—always gentle to skin.

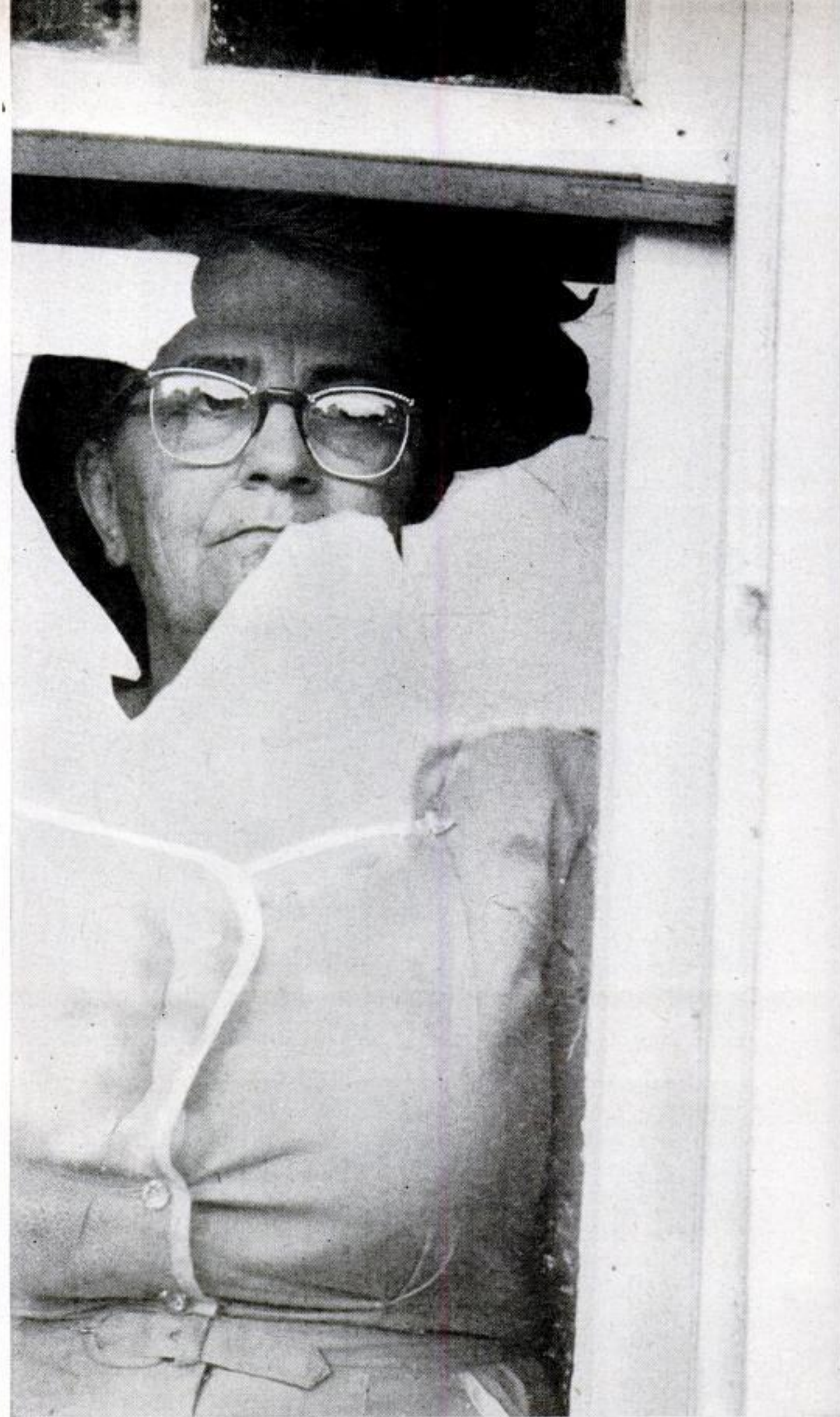
For an air of freshness use Fresh every day. You can't help but be lovely to love.



Fresh contains the most effective perspiration-checking ingredient known.

a *Fresh* girl is always lovely to love

Fresh is a registered trademark of Pharma-Craft Corporation. Also manufactured and distributed in Canada.

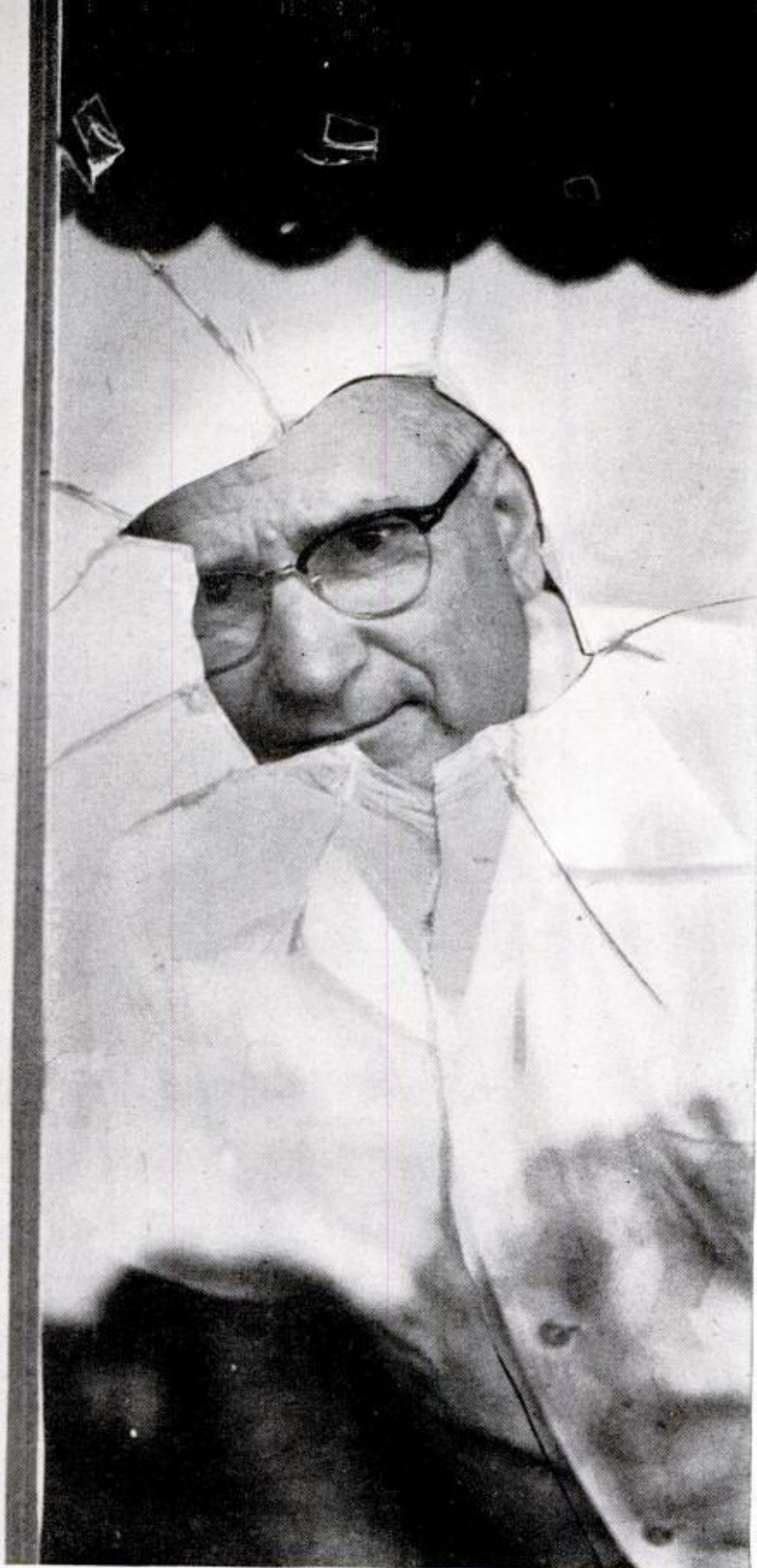


BEHIND LIVING ROOM WINDOW SMASHED BY ROCKS, COMPANY FOREMAN

SERVING 60 DAYS FOR ASSAULT, SIX MEN CHAT WITH A JAILER (RIGHT)



Copyrighted material



ARTHUR BORNE (RIGHT) AND WIFE KEEP WATCH AGAINST SECOND ATTACK

SUGAR STRIKE TURNS BITTER

Violence hits many, jails some

The strike had begun quietly enough. Last April 1,400 workers, demanding higher wages, walked out of two sugar refineries in the little southern Louisiana towns of Gramercy and Reserve. But when Leon Godchaux, president of Godchaux Sugars, Inc. which owns the Reserve plant, started to bring in 500 outside workers, the 850 Reserve strikers, members of the United Packing House Workers of America, C.I.O., went into action. Police were on guard, but homes of nonstrikers were attacked with rocks and bullets. As the trouble spread, one man was shot to death and 14 were beaten, including seven traveling oilmen whom strikers mistook for imported workers. Six men were jailed for waylaying a worker, Flagile Schexnayder, and breaking his leg. The company claimed there had been 40 acts of violence.

Local bitterness was reflected in a statement by Godchaux: "We may be faced with the problem of repopulating the entire community."

Get the fan belt that has **FINGER FLEXIBILITY**

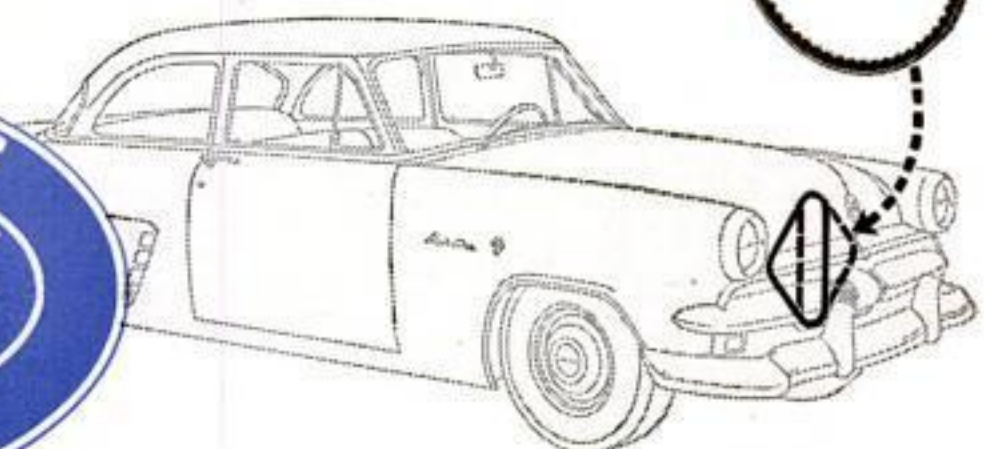


Ford Fan Belts are built like the human finger. Inside (1) compresses without bunching; outside (2) "gives" without strain; middle (3) strengthens and holds the shape and length. This construction gives maximum gripping power without distortion—and *lengthens fan-belt life.*

Genuine Ford Fan Belts have special flexibility built in for longer life

When replacement parts are needed to improve your Ford's performance, you'll surely want parts that are specially tested to *make sure* they'll last longer in your Ford. That's why it will pay you to insist on Genuine Ford Parts.

Genuine Ford Fan Belts are given repeated torture-tests . . . tests that prove they outlast other fan belts. And, like all Genuine Ford Parts, they are made to specifications set by the men who first built your Ford. So to keep your Ford at top efficiency . . . and for your own peace of mind . . . get Genuine Ford Parts —made *right* to fit *right* to last *longer!*



Keep your Ford all Ford



IN TUNE WITH A TREE Audrey impulsively uses her arms to simulate the branches of olive tree

behind her. Olives, along with grapes, are principal product of the Italian farm where she is summering.



HUSBANDLY HUG is given by Mel to his wife. He guards her business affairs with equal devotion.

An Idyl for Audrey

IN ITALY SHE RELAXES DOWN ON A PLUSH FARM

Peace and privacy are hard to come by for any movie star, but Audrey Hepburn (*see cover*) has managed to find both this summer with her husband, Mel Ferrer. Twenty miles outside Rome, Italy, the newlyweds rented a pink farmhouse with three servants and a menagerie of pets (the owner lives nearby and does the farming). Now Audrey says her life is so full of happiness she hasn't room for any more.

Last week, however, Audrey's pastoral idyl was interrupted. She and Mel started acting in Paramount's *War and Peace*, which is being filmed near Rome. Now the Ferrers have to work 10 hours a day and they consider themselves lucky to get home at 8 for dinner.



LUCKY PUP, which along with cats and pigeons (*see cover*) goes with farm, is petted by Audrey.



ON HER VILLA TERRACE holidaying Audrey, in a wide-brimmed Italian straw and two shades of pink, rests in basket-cone chair. While working on *War and*

Peace she will commute to studio from the rented villa, as did the villa's earlier tenant Gregory Peck during shooting of Audrey's award-winning *Roman Holiday*.



CLAD IN HAND BANDAGES AND LATEST ROBE, ARCHIE MOORE RADIATES EXUBERANCE AND SARTORIAL SPLENDOR AFTER KNOCKING OUT BOBO OLSON

ARCHIE, THE HIGH-STYLE CHAMP

Having shown his ring skill against Olson, Moore shows off the very latest in resplendent ring attire

Having knocked the senses out of Middleweight Champion Bobo Olson with a stunning combination of punches, Archie Moore, the world's light-heavyweight champion, proceeded to knock the eyes out of a crowd of admirers in his dressing room with a stunning ring robe. It was custom-tailored of white baby flannel imported from England. It was lined with gold satin and trimmed with 10-carat gold braid, even had gold-trimmed epaulets. It was designed by Archie Moore himself in accordance with

one of his ring maxims. "High style," explains the champ, "goes with fighting and showmanship."

Moore's sensational victory over Olson—a clearcut third round kayo—was so impressive he seemed assured of a chance at Rocky Marciano's heavyweight crown in September. Sartorially at least, Moore is all set for that one. A new robe has already been designed for the fight. Moore will not reveal any of its details, but promises, "It's gonna be real mad."



Your voice of wisdom says **SMOKE KENT**

*Only KENT gives you the scientific Micronite Filter
that takes out so much of the nicotine and tars*



"KENT" AND "MICRONITE" ARE REGISTERED TRADEMARKS OF P. LORILLARD COMPANY

With your very first carton of KENTS, you will discover the *cleanest-tasting, freshest* cigarette flavor you have ever known. One that *stays* clean and fresh-tasting, no matter how much you smoke.

There's a sound scientific reason why.

You draw KENT's rich tobacco flavor through KENT's famous Micronite Filter. This filter is made of a material scientists developed for places where filters *have* to work. It's the *finest* material known for filtering smoke.

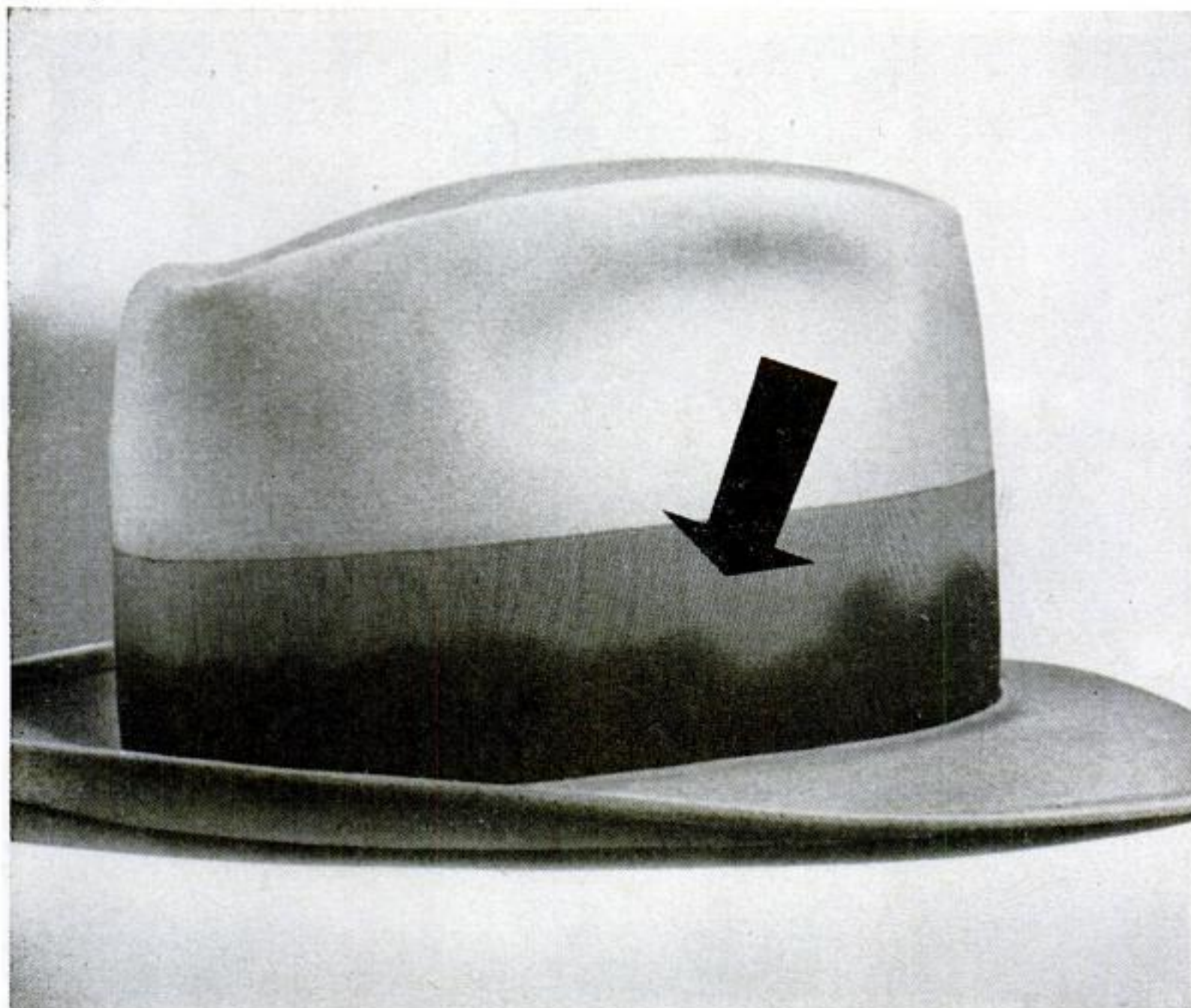
And remember, only KENT goes to the extra expense to give you this scientific Micronite Filter.

Try a *carton* of KENTS. See what a difference KENT can make.



KING SIZE OR REGULAR
BOTH SAME PRICE

KENT *the only cigarette with the Micronite Filter*



Wives: Make him a gift of this amazing new hair preparation that *ends* this problem!

Revolutionary new hair dressing *won't grease-stain your hat!*

Keeps hair *naturally* neat all day—no "slicked-down" look—and leaves no oily stain!

● Hair experts said it couldn't be done! *But now, 30 years of laboratory experience have done it!*

Thanks to a new formula, this revolutionary new hair dressing, Beau Kreml, does NOT leave harmful, hard-to-get-out oil stains on upholstery, pillow slips, hats—and it keeps hair natural-looking and in place from morning till night.

Two special ingredients!

New Beau Kreml contains an ingredient similar to the natural protective agents in your own hair. Called KR-9, this first special ingredient never lets your hair look greasy, sticky, or shiny!

The second special ingredient has a remarkable "spreading action." New Beau Kreml goes on in a second and works evenly through your hair—even when wet—with no need for

time-taking massage to get it thoroughly distributed. It makes hair instantly *manageable* . . . keeps all but the most wiry hair in place! New Beau Kreml also relieves dryness in hair and scalp.

Extra easy to wash out, too!

No special lathering is needed. Because new Beau Kreml is water-soluble, it also rinses off your hands and off your comb under plain tap water.

Enjoy new Beau Kreml's wonderful hair control and freedom from those everlasting oily stains. Long-lasting bottle—only 69¢.



"Keeps hair naturally controlled," says John Steffes, of Grand Rapids, Mich. And new Beau Kreml will not leave oily stains on precious fabrics. Get the new Beau Kreml today . . . only 69¢!

FOR DANDRUFF, ITCHY SCALP

Use *regular* Kreml Hair Tonic, in the famous yellow carton. New anti-septic ingredients *kill on contact* the scalp parasites commonly believed to be a cause of excessive dandruff.

***regular* KREML HAIR TONIC**



DRESSED AS A WESTERN SHERIFF, ARCHIE GUNS FOR HIS NEXT OPPONENT

A FIGHTING MAN WHO IS A WRITING MAN TOO

by HERBERT BREAD

IF Archie Moore, the richly caparisoned boxer shown on page 46 beats Rocky Marciano next Sept. 20 at Yankee Stadium he will go down in history as the first man ever to write his way into the world's heavyweight championship.

Archie employs the English language enthusiastically and is the master of a large polysyllabic vocabulary. At the moment he is making mental notes for a book he wants to write on how to lose weight, a subject on which he is a rightful authority since he fought for years at the light-heavyweight limit of 175 pounds although his natural weight is around 190. He is a prodigious letterwriter, often penning 40 letters a day to faraway friends, and has also written the lyrics for three popular songs, *It's Spring Again*, *You Found Me But I Lost You* and *Stay in There*, the last of which has been recorded by Lucky Thompson and his orchestra. A portion of the lyrics goes:

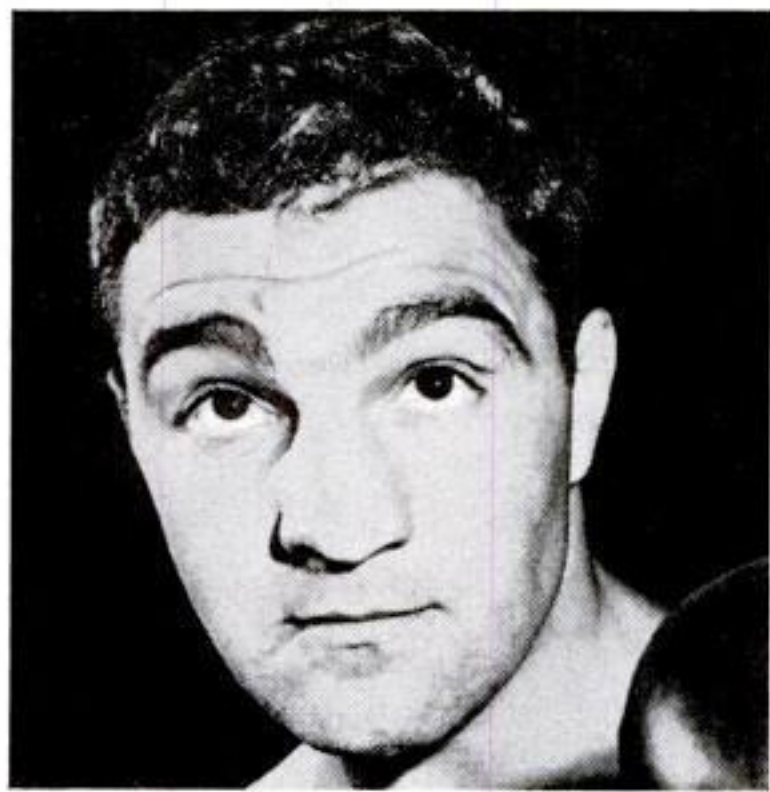
*You've got to stay in there
Tomorrow is that day
You've got to stay in there
Then all your cares will go away
You've got to stay in there
Now don't you ever stop
You've got to stay in there
If you want to get to the top.*

Although he never graduated from high school, Archie has a student's mind, probing, receptive and analytical. One example is his code system for punches. Boxing acknowledges four basic punches: the left jab and left hook, right cross and right uppercut. It is common practice for a fighter to combine these in patterns ("combinations"). Archie has carried this a step further by assigning numbers to his punches, trying the combinations thus arrived at by mathematical rote and cataloguing the successful ones by code numbers. When he knocked out Bobo Olson it was combination 6-4-9 that did the trick. While this sounds unnecessarily complicated, Archie is widely regarded as the last of the great ring technicians, and he undoubtedly is the only major fighter whose manager does not advise him on fighting style. "What could I tell him?" says Manager Charley Johnston.

When Archie launched his literary campaign for the heavyweight championship it was largely his own idea, although he obtained advice and clerical help from his friend and patron, Bob Reese. Reese, a prosperous Ford dealer in Toledo, Ohio, set Archie back on his feet in 1948 when he was about to abandon the ring in despair of getting decent matches. Archie has since become world's light-heavyweight champion and has also beaten a variety of heavyweights, but he could not attract the eye of Marciano or of Marciano's manager, Al Weill.

Beginning last October every sports editor in towns with more than

WANTED WANTED WANTED
R E W A R D
FOR CAPTURE AND DELIVERY OF



ROCKY MARCIANO

To Any Ring in the World for the Purpose of Defending His Heavyweight Championship Against the LOGICAL contender ARCHIE MOORE.

REWARD: the Boxing Public Will See a Great Fight and Witness the Crowning of a New Champion.

ADVISE (SHERIFF) ARCHIE MOORE

SHERIFF'S POSTER APPEAL WAS ONE OF MANY HE SENT TO NEWSPAPERS

50,000 population received a letter or release from Archie three times a week, humorously complaining that Marciano would not fight him. Sometimes the releases took the form of a sheriff's poster (above), sometimes they included drawings caricaturing Marciano. Often they were signed, "Archie Moore, the old gus who's chasing our Heavyweight Champion" or "The Father Time that Marciano and Weill want no part of," a reference to Archie's advanced (for a fighter) age. That is a running gag in U.S. sports columns, where he is often referred to as Archie Moore "who is 38 going on 41." His birth was never registered but he apparently was born in St. Louis on Dec. 13, 1916.

Archie wrote other things. One was a classified ad he sent to 40 U.S. newspapers. It began, "INFORMATION WANTED on how to make Rocky Marciano defend his heavyweight title. . . ." At Christmas time Archie wrote a letter to the sportswriters that combined holiday greetings and a financial statement showing that even if a fight between him and Marciano drew a million-dollar gate, he himself would net less than \$28,000; he adduced this to show he was campaigning to fight Marciano simply because he wanted to beat him and not for sordid profit. A few days later he wrote Marciano himself, wishing him a Happy New Year and asking him to make a resolution to fight Archie Moore in 1955.

Over the months Archie publicly offered to fight Marciano for charity, on a winner-take-all basis, or even in a four-round exhibition match with 16-ounce gloves and under a gentlemen's agreement that Archie would not hit Marciano's nose, which cuts very easily. He also had support from an unusual quarter: Dr. Nicholas P. Dallis, a Toledo psychiatrist who originated the comic strips *Rex Morgan M.D.* and *Judge Parker* and several years ago became a warm Moore admirer. Dallis created a new character in the *Morgan* strip, Archer Moran, a light heavyweight seeking a fight with the champion.

Sportswriters all over the country reprinted portions of Archie's appeals. After he demolished Olson in three rounds last month, the dam of resistance had to break. Marciano and Manager Weill agreed to the long delayed match. And none too soon, for the average fighter's career lasts seven years. Archibald Lee Moore, with some 20 years in the ring, has in effect had nearly three full careers during which he has fought 144 times, winning 119 times (82 by knockout).

Archie decided to be a fighter as a slum kid in St. Louis. He flirted briefly with juvenile delinquency, instead chose the Golden Gloves and was runner-up to the city middleweight champion at 19. There followed an unhappy decade during which he learned a lot and earned little. The trouble was that Archie was a light heavyweight, a boxing classification immediately overshadowed by the heavyweights, he did not have a big name and yet he was dangerously good. Why risk fighting him?

Over the years Archie has had to go far afield for fights, even to Australia and Argentina. By 1940 he had developed a full set of

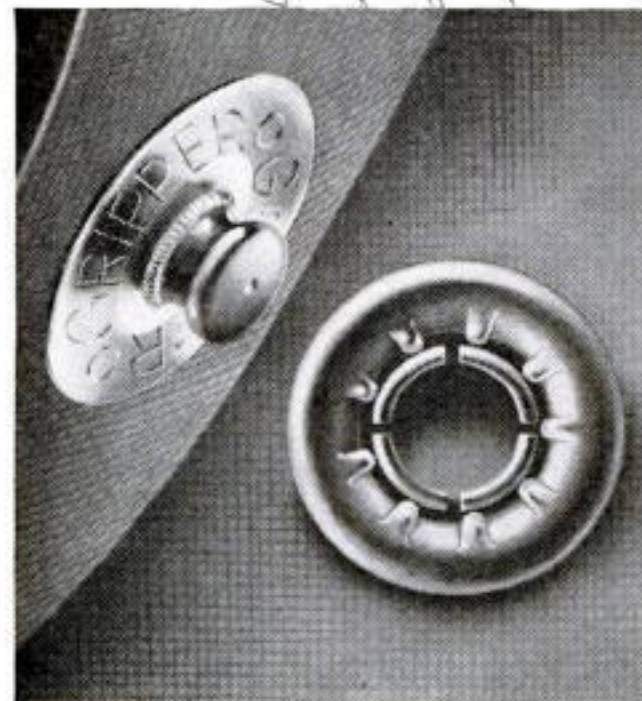
CONTINUED



news!

...for
men
who
like to
start
the day
right

This will cheer men who like the ease, comfort and convenience of snap-fastened shorts. Now such shorts can be had with *new improved* GRIPPER Snap Fasteners! And thanks to exclusive design innovations, new GRIPPER Snap Fasteners now have more than double the strength and life. They're found only on top-quality merchandise. Garments that have them are outstanding buys . . . better made, better wearing, better value for your money.



Exclusive Radial Ribs! Nine ribs plus other features double the strength and life, assure easy, firm closure. When you see GRIPPER Snap Fasteners, you know you're getting fine garments! Also available at notion counters for home attachment.

new **GRIPPER**
snap fasteners

A WORLD-FAMOUS PRODUCT OF SCOVILL MFG. CO.
WATERBURY, CONNECTICUT

This is the one shampoo that washes life into your hair

—not out of it!

Now—the new

Charles Antell

**SUPER
Lanolin Shampoo**



Restores vital oil-and-moisture balance!
Leaves hair easy to manage instantly—
not 3 to 5 days later!

Do shampoos leave your hair singing the blues? Dry as the Sahara, wild as the wind? The answer, dear lady, is simple—you've washed the life right out of your hair! You see, your hair depends upon its natural oil-and-moisture balance to stay healthy and lustrous. Rub in a shampoo that robs your hair of this precious balance—and you're in trouble.

But don't despair! Every day, millions just like you respond rapturously to the secret of Charles Antell new SUPER Lanolin Shampoo. It's the SUPER Lanolin that does the trick—washes life *into* your hair, not out of it—puts back the same beneficial substances natural oils contain. And only Charles Antell, who pioneered and popularized lanolin for hair, has SUPER Lanolin.

With SUPER Lanolin in your shampoo, you can do wonders with your hair. It becomes manageable *instantly*—not 3 to 5 days later. Even in hardest water, it rinses shining clean and fresh. And get this—even hair that's been dried out by ordinary shampoos is softer, livelier, lovelier *after just one washing!*

There's only *one* Charles Antell!
Only *one* SUPER Lanolin Shampoo!
59c, 98c, \$1.59 everywhere.

For a complete health-and-beauty
hair treatment, get Charles Antell
SUPER Lanolin Formula 9, too!

None genuine
without this signature

Charles Antell

Used for professional care of the hair. Visit your barber or beauty shop regularly.



Fighting, Writing Man CONTINUED

stomach ulcers from years of improper food and worry over making expenses. He says today, "I'm not interested in money. Why should I be? I've never had any." In a trade noted for its sharp dressers, Archie still buys \$9 ready-made slacks and \$2.95 sports shirts.

When the ulcers ruptured, Archie was in San Diego. He went into a hospital for an operation in which the odds against him were 3 to 1. He begged the surgeon to make the incision high and part his stomach muscles, not cut them, so his diaphragm might again sustain a punch.

He was given a spinal anesthetic and when a nurse failed to pull the sheet over his eyes, Archie, on the operating table, found he could see what was happening to him reflected in the big surgical mirror overhead. He watched the whole operation in the mirror and toward the end, when the anesthetic was wearing off and the surgeon told an aide he could not locate something inside Archie, the patient electrified the operating room by remarking, "I do hope you'll hurry—I'm *hurting!*"

Archie left the hospital weighing 110 pounds. His then manager got an old car license plate, cut it down to fit—"he rounded off the edges very neatly"—covered it with foam rubber and had it sewn into Archie's trunks to protect his incision. Archie went on fighting.

But as time passed, making the weight got tougher. Archie is a natural heavyweight. On the day before he fought Harold Johnson in 1951 he had to go 20 rounds against sparring partners to wear himself down to 175 pounds. The third time he fought Joey Maxim he had to go out on the morning of the fight and run off four pounds. For a fighter, already trained down to muscle and bone, taking off poundage is a masochistic torment of dehydration and physical agony. On the morning of the Olson fight Archie was still three fourths of a pound over the weight and again had to hit the road. He was able to force himself to run off the weight but he could not restrain himself from tearing leaves off the trees he ran past and sucking the dew from them.

Aside from such arduous occasions Archie is a very relaxed man. He likes to hunt, shoot pool and listen to modern jazz. He is remarkably free of bitterness, considering the years he was denied recognition. When this was remarked on not long ago, Archie ruminated, "Well, I never got bitter because I figure when you get bitter you just justify yourself to do something bad, something that is real wrong-doing. It's like a little kid that doesn't have what some other kid has and begins to throw some mean curves."

Archie takes kids and juvenile delinquency seriously and he was proud to be invited to the White House for the President's luncheon, called to arouse interest in active sports, especially by juveniles. A friend once asked if his interest in delinquency was the result of experience. "Yes," said Archie. "I contributed to delinquency once, quite a bit. But I've done a lot against it too. I grew up."

For the President, Archie has two recommendations. One is that a national movement be launched to open up the big arenas now shut down between fights and other events. He thinks that youths should be trained in them to be boxers and other kinds of athletes. "Boxing is as much a part of American life as eating, but it needs rejuvenation," said Archie, using the word effortlessly.

"Where did you get your vocabulary?" someone asked.

"Just from talking," said Archie.

Archie's other recommendation is that a Parade of Champions be staged every year or two, a tremendous boxing show, proceeds of which would support the youth training program and also assist old and penniless fighters. It would be held in a major arena. Every American boxing champion would fight 10 rounds against a major contender for his title. The TV audience would be asked for contributions. Each fighter would get \$5,000 for training expenses—he would lose money on that—and there would be no purses. The fights would be refereed by former champions like Louis, Dempsey, Gavilan, Tunney "and . . . ah . . . Marciano," says Archie innocently.



MUSIC-LOVING ARCHIE croons into tape recorder with his Toledo friends (left to right) Mike DiSalle, the ex-OPS head, Bob Reese and Dr. Dallis.

Here's a new model of a famous 35mm color-slide camera

Kodak Pony Camera — only \$33⁷⁵

and here's the
3-way magic
your Pony
gives you

Color transparencies like this
to enjoy in a hand viewer

or . . .

blow them up high, wide, mighty handsome on a
home projection screen for everyone to admire

or . . .

have sparkling full-color prints
made from them for your
album . . . for friends, too . . .

**This is the magic of
color-slide photography**



Kodak Pony 135 Camera, Model C

Popular color-slide camera in a brand-new model, with faster f/3.5 Lumenized lens, shutter speeds to 1/300 second. Other features: new exposure selector for box-camera simplicity; no-thread film loading; automatic film stop and exposure counter. Only \$33.75. Flashholder, \$7.95.



Prices include Federal Tax where applicable and are subject to change without notice

Ask your dealer about
small down payments and easy terms



To show your slides on a home screen—Kodak offers a variety of Kodaslide projectors, including the extra-efficient new Signet 300 at \$59.50 (takes Airequipt Changer). Others are priced from \$23.95. Your near-by Kodak dealer will help you choose the one that's best for you.

To view your slides—Kodaslide Pocket Viewer gives you a thoroughly capable device for quick viewing of your color slides. Just insert a slide and hold up to the light. Magnifies 4 times, folds compactly to a mere 5/8 inch thick for pocket or purse. Only \$1.95.

Here are the Kodak color-slide films—For color slides, use either Kodachrome Film or the new, extra-fast Kodak Ektachrome Film. Both come in types for use outdoors in daylight or indoors in artificial light.

NOTE: Kodak Ektachrome Film is intended for processing by local laboratories, a service provided through your dealer.



Eastman Kodak Company, Rochester 4, N. Y.

SEE "KODAK REQUEST PERFORMANCE"...WEDNESDAY EVENINGS—NBC-TV

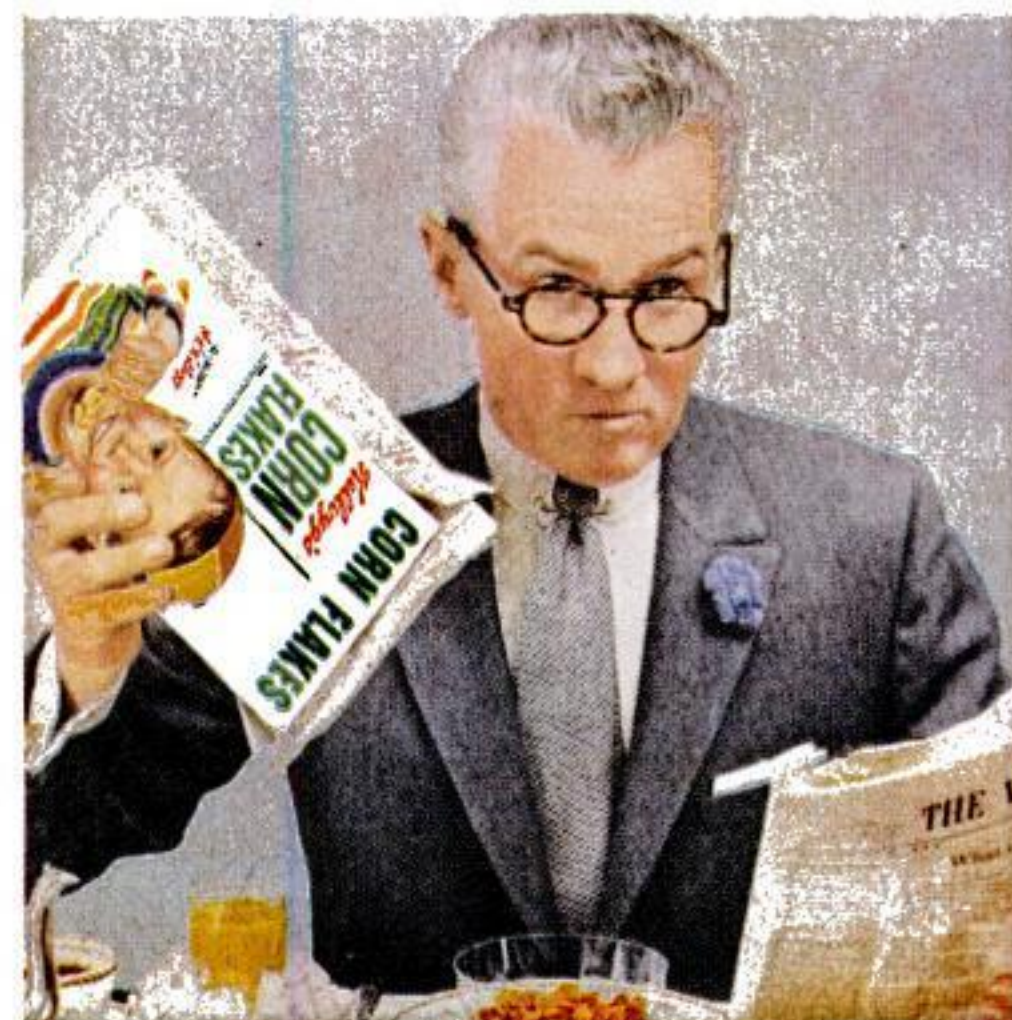
Kodak
—a trade-mark since 1888



"When will I learn to pick up a spare?"



"There's one more in there some place."



"Those kids go through here like locusts!"



"I guess you could call this 'Out At Home'!"



"Everything happens to me."



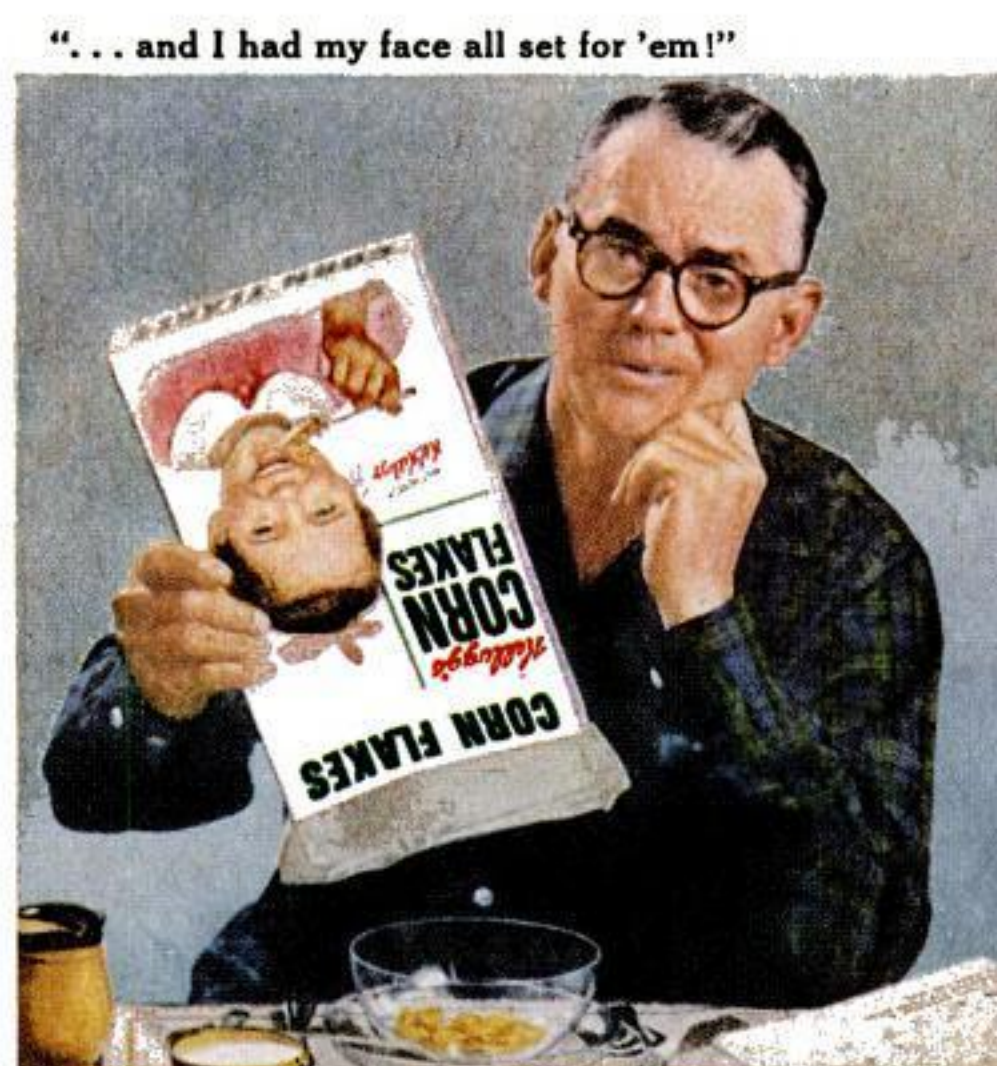
"Shucks! Nuthin' left but the wax paper!"

*Everybody's always
running out of*

Kellogg's



"It's sure dark in there."



"... and I had my face all set for 'em!"



"I'll never make the Olympics at this rate."



"Eat your breakfast, she says. Is she kidding?"



"I bin robbed, that's what!"



"Come out little flakes—wherever you are!"



"All gone! The Phantom has struck again!"



"Maybe I shoulda stood in bed."



"How do I look? Disappointed, I hope."

Kellogg's CORN FLAKES

This is the one they like best.

This is the one they eat first.

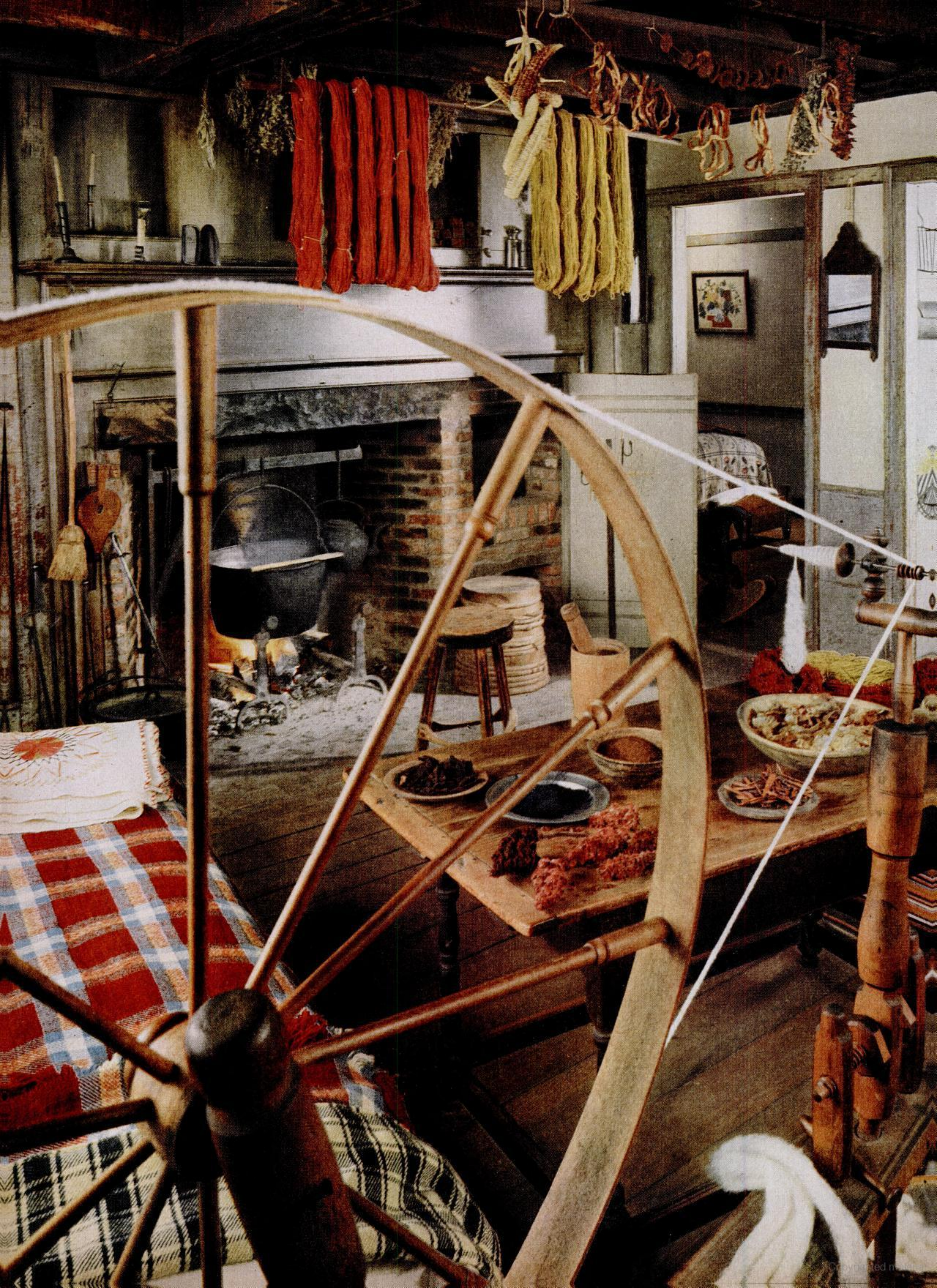
These are the big crisp flakes with the flavor that nobody has ever been able to copy. The ones that taste best to more people—always have, still do.

All of which are reasons why you should buy a spare package of Kellogg's Corn Flakes whenever you buy any other cereal.

Fresh from Kellogg's of Battle Creek

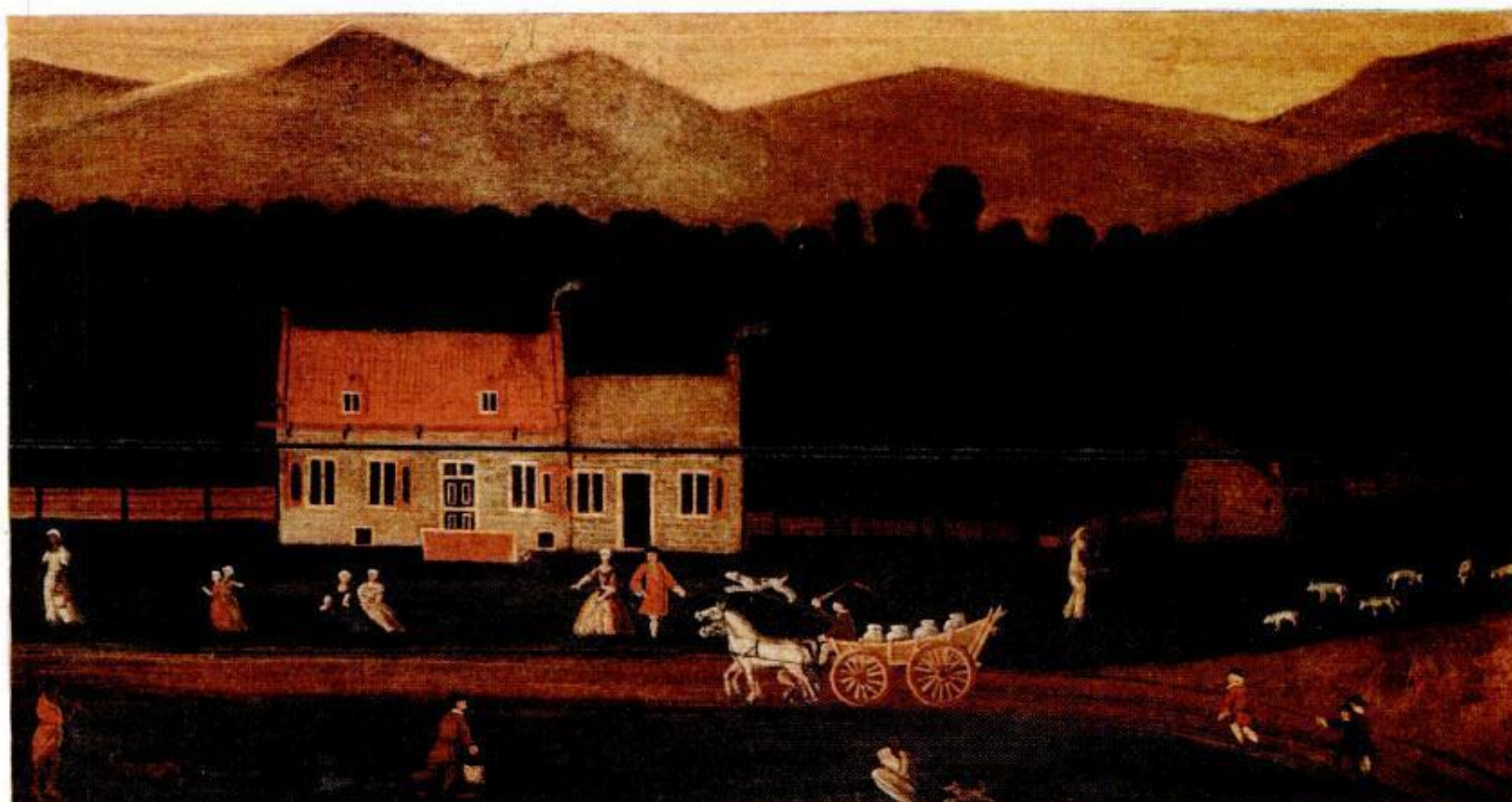


HAPPY REMINDER—Isn't it time for you to get a spare? They all look full when they're standing up. Better check the Kellogg's Corn Flakes on your pantry shelf right now.



PART III AMERICA'S ARTS AND SKILLS

THE FARMERS' MUSEUM, COOPERSTOWN, N.Y.



← FARMHOUSE KITCHEN of about 1820 is reconstructed in Lippitt house at Farmers' Museum in Cooperstown, N.Y.

FARMHOUSE PORTRAIT shows homestead of Marten Van Bergen of Leeds, N.Y., who had scene painted over mantel.

The Sturdy Age of Homespun

SELF-RELIANCE SHAPED ITS RURAL ARTS

Photographed for LIFE by ARNOLD NEWMAN

As the nation grew and expanded westward the mass of Americans were forced to lead self-sufficient lives. Factories were few, roads bad and imported luxuries rarely got beyond the seacoast. So the majority who lived in the interior depended on what they and their neighbors could make.

Unlike the cities, where styles changed fast and elegance was in demand, rural America carried on and improved the colonial tradition of simple, practical design. The table, chair and bed in the Lippitt kitchen (*left*), along with the open fireplace and beamed ceiling, follow the styles of a people who demanded sturdiness, had no time to make things fancy and, all unself-consciously, achieved a lasting beauty. The farm wife herself created the colors and patterns which decorated her home. On the table are some of her dyestuffs. The butternut hulls on the wooden plate at left gave a strong brown color when simmered for hours in an open pot. On the pewter plate is powdered indigo, which was blue by itself, green when used with goldenrod. The small bowl has ground madder root, which made reds and browns, and the large bowl at the right holds onion skins which made yellow. The clusters of staghorn sumac

at left produced a warm beige. At the far right are dried heads of teasel, a plant used to raise the wool nap. Dyed yarn is heaped on the table and hangs from a rack above. Wool ready for spinning is in a splint basket on the floor.

American homespun fabrics had fresh colors and generally simple designs. The barn-frame looms on which they were woven limited them to geometric and abstract patterns. But in their embroidery work American women created many unique designs, like the "rose wheel" coverlet folded at the foot of the bed at left.

The painting above was another kind of house decoration, reflecting the pride and prosperity of its rural owner. It was painted on a panel above his mantelpiece, probably by an itinerant craftsman whose saddlebags were packed with cat's hair brushes for painting, a sponge and cork for mottling chests, a leather comb for graining woodwork. The resourcefulness shown by such artist-peddlers was displayed in other folk crafts, as shown in the following pages. Invention itself became a recognized profession in this period, in the careers of country-born mechanics whose innovations changed the world's way of life.

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Copyrighted material



TIN PITCHER, gaily painted and cheaply made, was an expendable substitute for pewter or silver.



EARTHENWARE PLATE relates a religious parable: a pelican feeding her young with her blood.



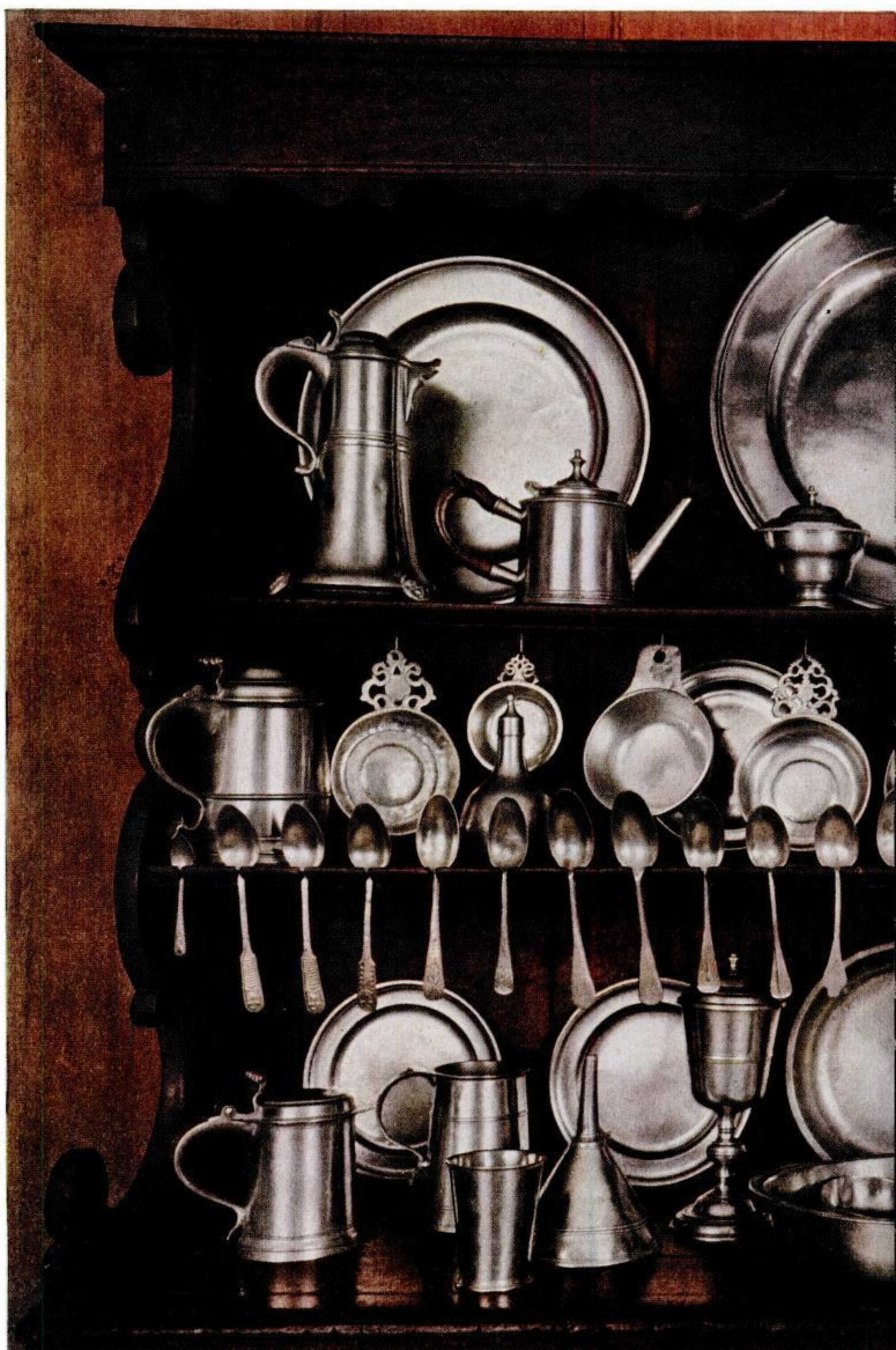
STONEWARE JUG with eagle design was fired at a higher temperature than red clay plate above.



TOLEWARE BOX for documents is painted in classical designs which were typical of New England.

Tin, clay and

The vivid colors and freehand decorations on the objects around these pages reveal their rural origin. Toleware (painted tin) was popular in New England and Pennsylvania. Pottery was usually made in tiny shops with one small kiln and a single potter's wheel. Pennsylvania Germans liked to add an extra coat or "slip" of creamy clay to plates, squeezing it into patterns or scratching designs into it. Pewter, an



ARRAY OF PEWTER, set out in 18th Century walnut pewter dresser, includes: (top shelf) sugar

bowl with distinctive pear shape, largest (19-inch) American charger known, prized William Will coffee

pewter ware

alloy of tin with copper or lead poured in iron molds and beaten to a soft luster with hammers, was the Sunday best of farm families.

The people who bought these hardy wares demanded pitchers and jugs which would not tip over and were easy to use. Slender shapes and delicate decoration were not for them. But still the practical shapes produced were attractive and the decorative patterns striking.



TOLE "COFFIN TRAY" from Pennsylvania, named for its shape, has gaudy hearts and flowers.



TIN TEAPOT with graceful gooseneck spout was cleverly copied from an expensive silverware design.



DU PONT MUSEUM, WINTERHUR, DEL.

pot (right); (middle shelf) porringers with variously designed handles, nursing bottle (left); (bottom

shelf) covered tankards, inkwell (right), a chalice (right center), one of handsomest American pieces.



SLIPWARE PLATE symbolizes remorse (folded peacock tail), love (open heart), Christ (tulips).



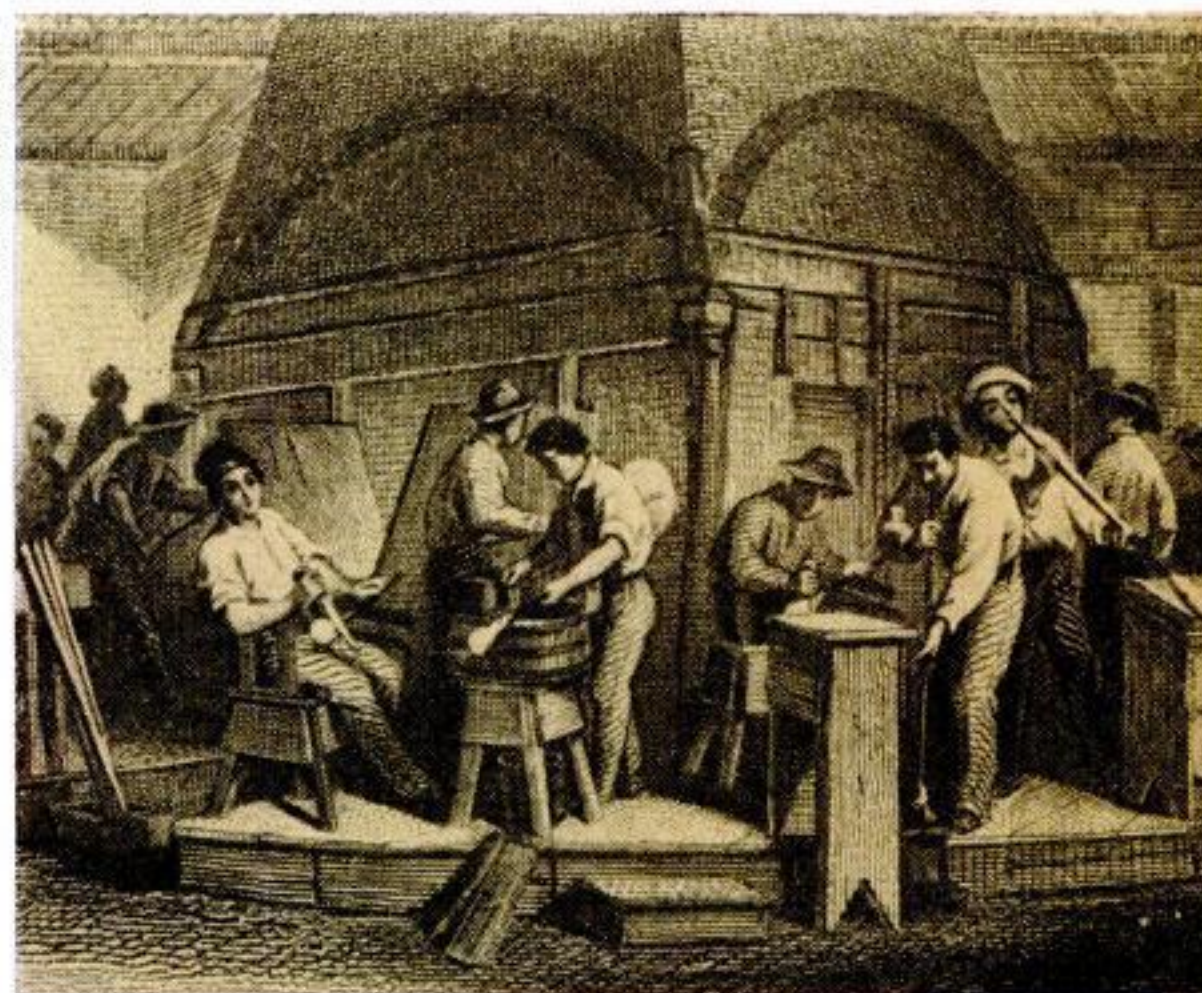
SGRAFFITO JUG, made in 1781, is "scratched ware" with design cut in top coat to clay underneath.

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GLASS BLOWERS in New Jersey are shown in engraving from a \$5 Millville, N.J. banknote.

Glass in myriad shapes and colors

The first successful American glassworks was started in 1739 in rural Salem County, N.J. near some fine deposits of silica. Caspar Wistar, its owner, made rum flasks, windowpanes and a line of tableware. His "Wistarberg" glass was free-blown by ancient techniques but shaped in designs which were distinctively American. Two of these are shown in the large aquamarine pitcher at far left: the "lily pads" which form the base and the delicate spirals around the neck.

William Henry Stiegel of Manheim, Pa., a flamboyant man who called himself "Baron," and John Frederick Amelung of Fredericktown, Md. also made 18th Century glassware in handsome styles of their own. But the big boom for U.S. glass began after 1815, when American inventors perfected molds which made flasks in exact quart and pint sizes. These were decorated with an exuberant variety of national symbols—Columbia, eagles, flags. A log-cabin flask used by a Philadelphia distiller named Booz helped add a new word to the language.

Meanwhile New Englanders patented the world's first practical glass press, using it at first to manufacture glass doorknobs. From this American invention came the great lines of Sandwich and the other pressed glassware which are so highly prized by collectors today.

EARLY AMERICAN GLASS valued at more than \$5,000 is arrayed at left. Top group from left: Ohio flat bowl, Stiegel sugar bowl, Stiegel enameled tumbler, Columbia molded flask, Stiegel "daisy-diamond" blown flask, Amelung salt holder, Pittsburgh creamer. Middle group: bullseye windowpane, South Jersey-type "lily pad" pitcher, South Jersey sugar bowl. Lower group: Amelung wine glass, Sandwich pressed bowl, Ohio "grandfather" flask, Wistar candlestick, Ludlow bottle, Ohio three-mold decanter.

CORNING MUSEUM OF GLASS, CORNING GLASS CENTER

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HOTEL KITCHEN in York in 1800 was drawn from memory by Miller, who boasted "no better ...

cooks can be found nowhere." Here the cook bakes bread on old open hearth. On mantel is coffee mill.



"AN ACCIDENT," wrote Miller describing this drawing of Peter Witt house. "Frederick fell from



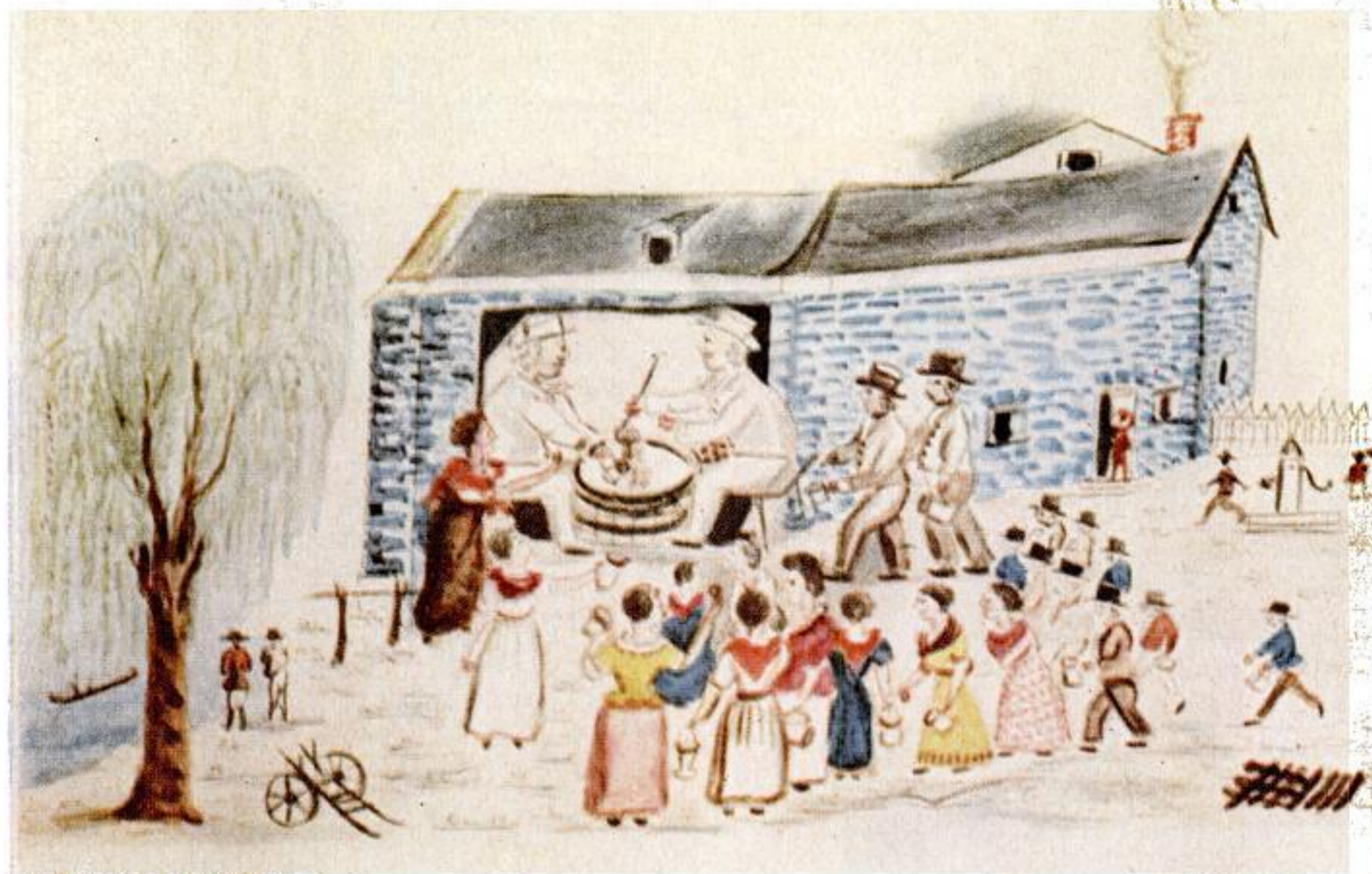
A SELF PORTRAIT of Lewis Miller shows him as a bachelor dandy of the 1830s.

A carpenter's lively views of

This was an age of busy, productive people, and its spirit was caught in a series of crude contemporary sketches by a carpenter named Lewis Miller, who was born in 1796 at York, Pa. and worked there at his trade for 40 years. Somehow Miller found time to make nearly 2,000 drawings of his neighbors and compile a unique autobiography in pictures.

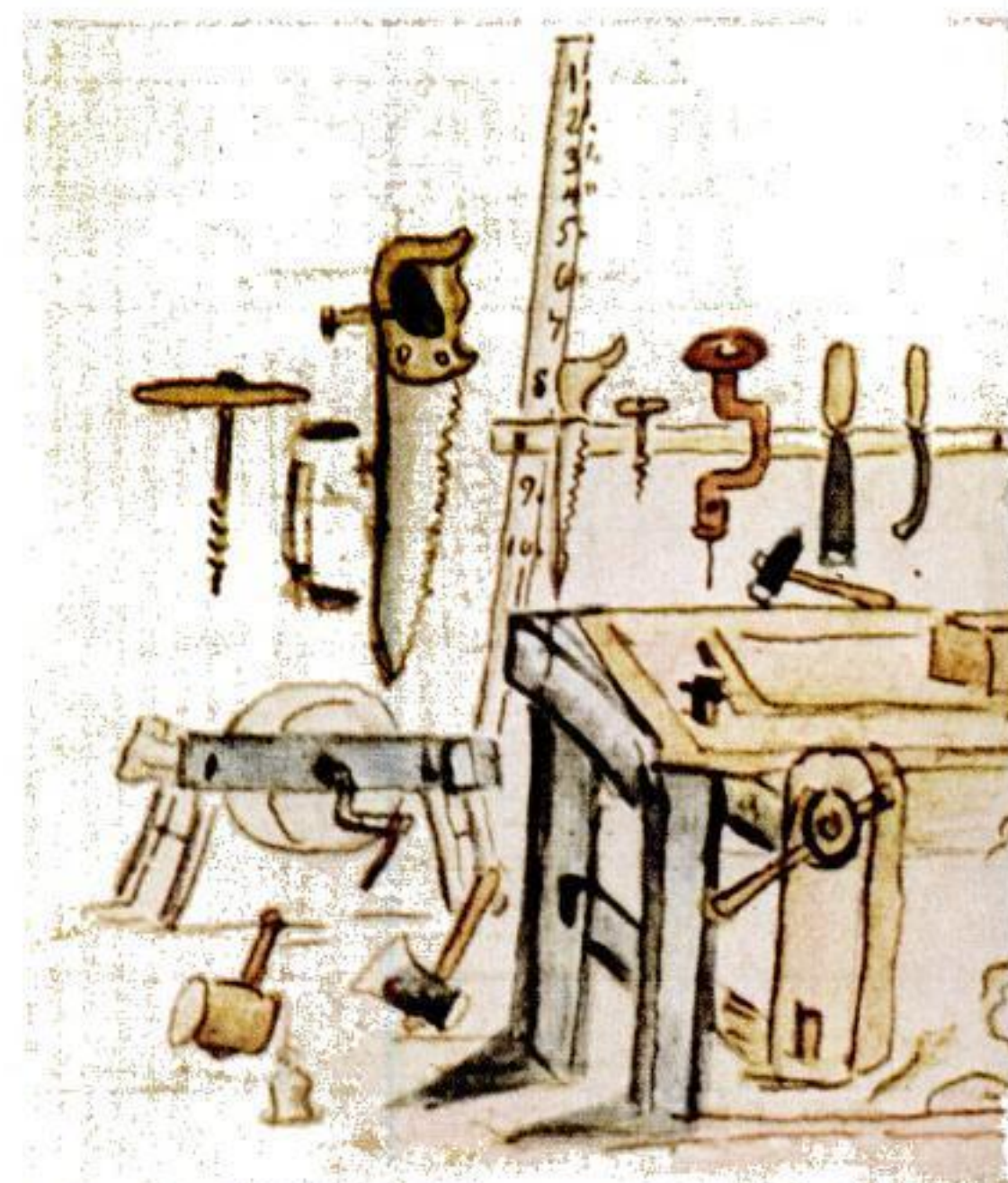
The U.S. that Miller lived in was just beginning its great transition from a nation of farmers and craftsmen to a nation of factories and mechanized power. Miller's drawings show what the country was like at the start of that change.

A craftsman himself, he was interested in the jobs of other craftsmen. He portrayed cooks, masons, an aproned bootmaker, brewers and a carpenter—Miller himself. The tools and techniques they are using are not much different from colonial times. But here and there is a sign of change, like the coffee-mill gadget at left above, and the sheet-iron stove at right below. The Pennsylvania Germans, to whom Miller belonged, were especially conservative in their architecture. The 1740 Lutheran church below, with its canopied pulpit, arched doorways and painted balcony railing, is straight out of

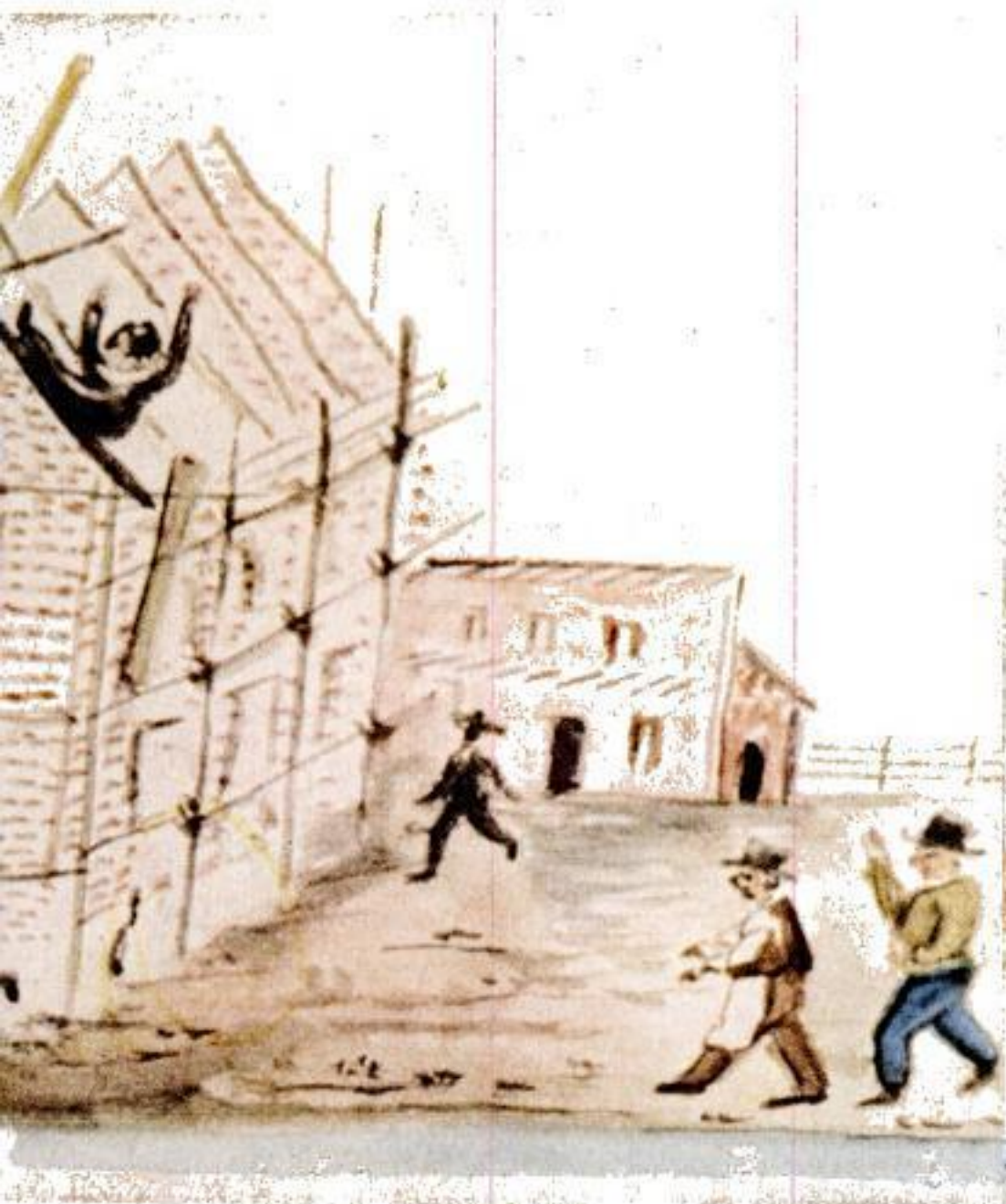


YORK BREWHOUSE in 1801 has women and boys waiting to buy some yeast from John and George

Barnitz. "They made good beer," the artist added in his sketchbook. Codorus Creek ran beside brewery.



CARPENTER MILLER smooths a long board with a plane. Although he had his own shop, the



the scaffold ... in topping out the chimney ... broke two ribs." Picture shows collapsing scaffold.



TAVERN KEEPER of York, Mrs. Lottman was drawn by Miller "frying sweet potatoes ... some of

the first I ever tasted." The artist, aged 3, stands in center. A dish of sausages stands before the hearth.

crafts and creature comforts

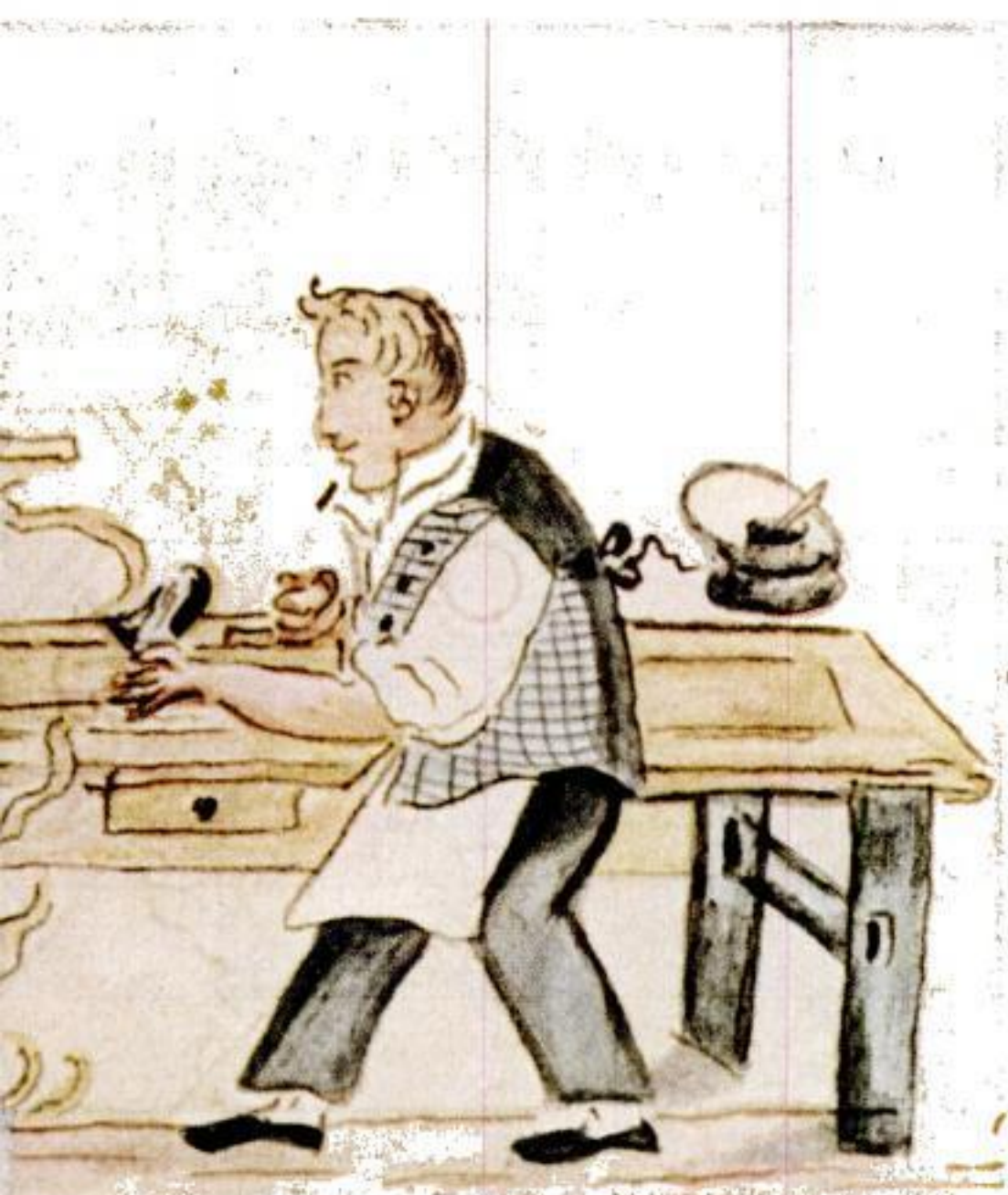
Medieval Europe. The church has long since been torn down. But there are still houses in rural Pennsylvania which resemble the one at center above, with fieldstone walls terminating in a square chimney at the gable ends, its small windows and overhanging eaves.

Very few of Miller's sketches have been published and these appear for the first time in their original watercolors. A self-taught "folk" artist, Miller's drawing was faulty and his use of perspective childlike. But his pictures vibrate with life and rough humor. Under some portraits he jotted descriptions, such as "fond

of liquor," "stinks of ink," or "his mind not right." Functioning as reporter and artist combined, he recorded the accidents, hangings, political parades, preaching which provided excitement for rural America in the early 19th Century. He made hundreds of individual portraits of the citizens of York. Among them were some remarkable examples of American enterprise: an entomologist who collected local insects and sent them to Europe, a flute-playing silversmith and a master mechanic, Phineas Davis, who made watches, an iron steamboat, the first coal-burning locomotive in America.



BOOTMAKER Henry Wagner works while boys stuff pipe of new-style sheet-iron stove.



routine tools shown here indicate that Miller was satisfied to be a day worker rather than contractor.



OLD LUTHERAN CHURCH in 1800 shows the balcony railing painted with portraits of Biblical

figures and Apostles. While Pastor Jacob Goering preaches, the sexton (left) goes after an intruder.

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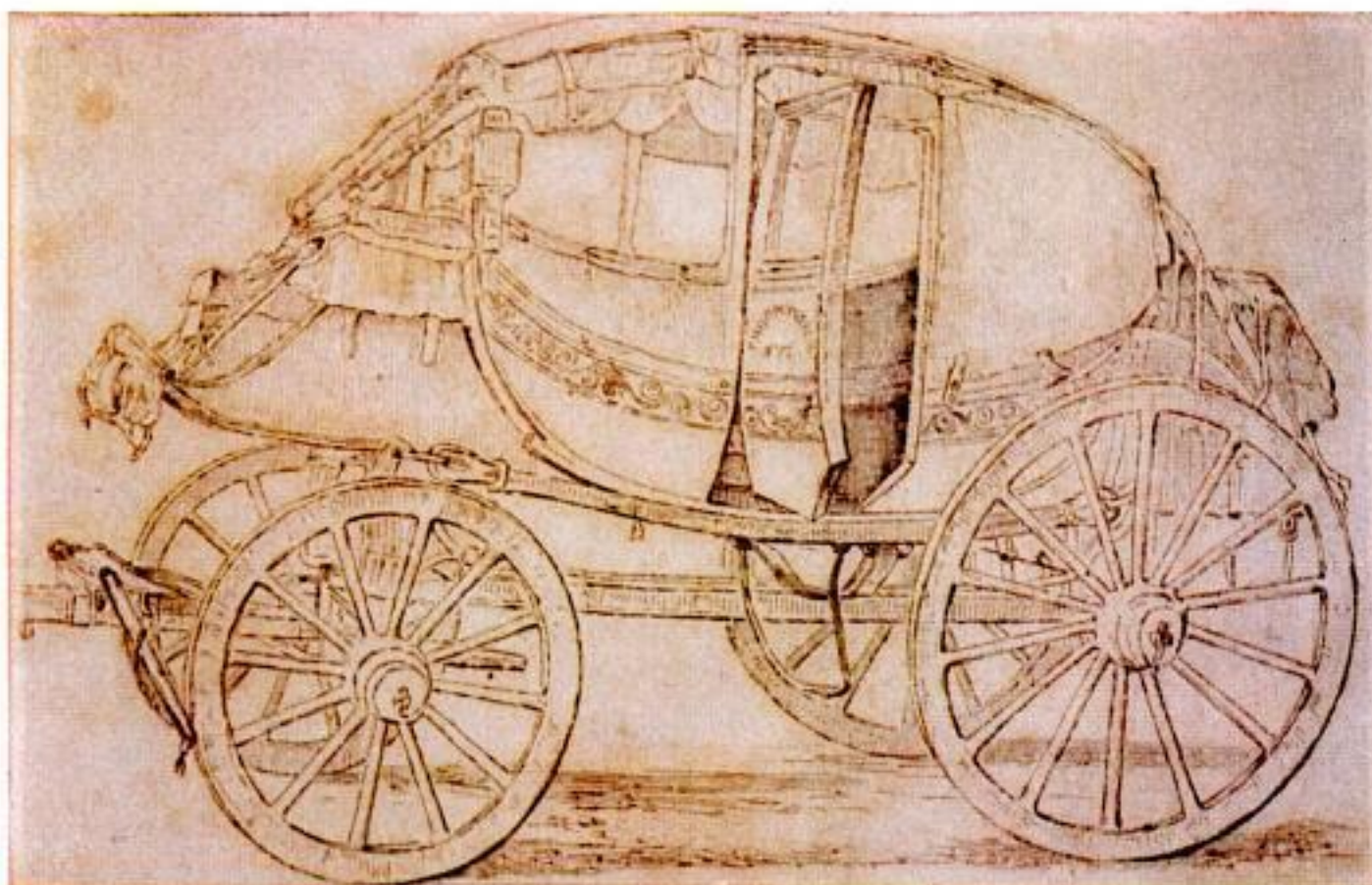


STREET LAMP powered by candles lights way to the tavern at right. The four-sided globe was suggested by Franklin to give more draft, prevent smoking.

Designs for travelers in a mobile nation

In the 1820s an American who had just climbed out of a stagecoach wrote home: "We were rattled from Providence to Boston in four hours and 50 minutes. If any one wants to go faster he may send to Kentucky and charter a streak of lightning." Speed was what U.S. stage lines provided first. Comfort came behind. The coaches they used were designed in an oval which foreshadowed modern streamlining (*below*). They were suspended on thoroughbraces, or heavy leather springs, which lifted the body off the axles and cushioned the worst jolts. But foreign travelers complained of their limited space for legs and baggage.

Along the roads were hundreds of small taverns which offered hearty meals and modest comfort for a one-night stay only. Reservations were not necessary; the landlords felt obliged to take all comers. The bar was usually on the first floor and served as a registration desk. Near it (sometimes above) was a "common room" where guests sat and ate together. Bed chambers were on the upper floors, and few taverns had more than half a dozen. When these were full the overflow slept on the barroom floor.



ELLIPTICAL SHAPE of American stagecoach was designed to give more speed. But it cramped the nine passengers. Baggage went in rear "boot."

DU PONT MUSEUM, WINTERTHUR, DEL.



COMMON ROOM of the Red Lion Inn (Delaware) was on the second floor, above taproom and kitchen. Patrons entered from a cobbled court and



climbed rear stairs to spend the evening in cozy games and talk. The walls were finished in white plaster and decorated with useful pipe rack, sconces and clock.

Fold-back window shutters could be closed and bolted quickly in case of storm outside or disturbance inside. This 1820 room is now in the Du Pont Museum.

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TALL CLOCK by David Rittenhouse of Philadelphia is enclosed in superb Chinese Chippendale case.

DREXEL INSTITUTE OF TECHNOLOGY



SHELF CLOCK by Aaron Willard has half as many parts as tall clock, is both shorter and cheaper.



METROPOLITAN MUSEUM OF ART

BANJO CLOCK, patented by Willard, is a masterpiece of graceful design and practical purpose.

Handsome clocks in quantity

In the growing nation the exact time of day became a significant fact. Stagecoaches ran on schedule, more people worked in factories, businessmen set their appointments for a specific hour. American clockmakers met this need by producing new kinds of clocks which, while within the average family's means, were gracefully made and handsome to look at. Here came a history-making step in the development of American arts and skills, the first large-scale production of objects of everyday use.

In colonial times clocks were costly works of art. Their long pendulums were enclosed in tall "grandfather" cases of expensive wood. The magnificent example at the left was made by David Rittenhouse, who was an astronomer as well as a clockmaker. This clock has five extra dials which show the positions of the sun, moon and stars, and it sold for \$690, the equivalent of \$6,000 today.

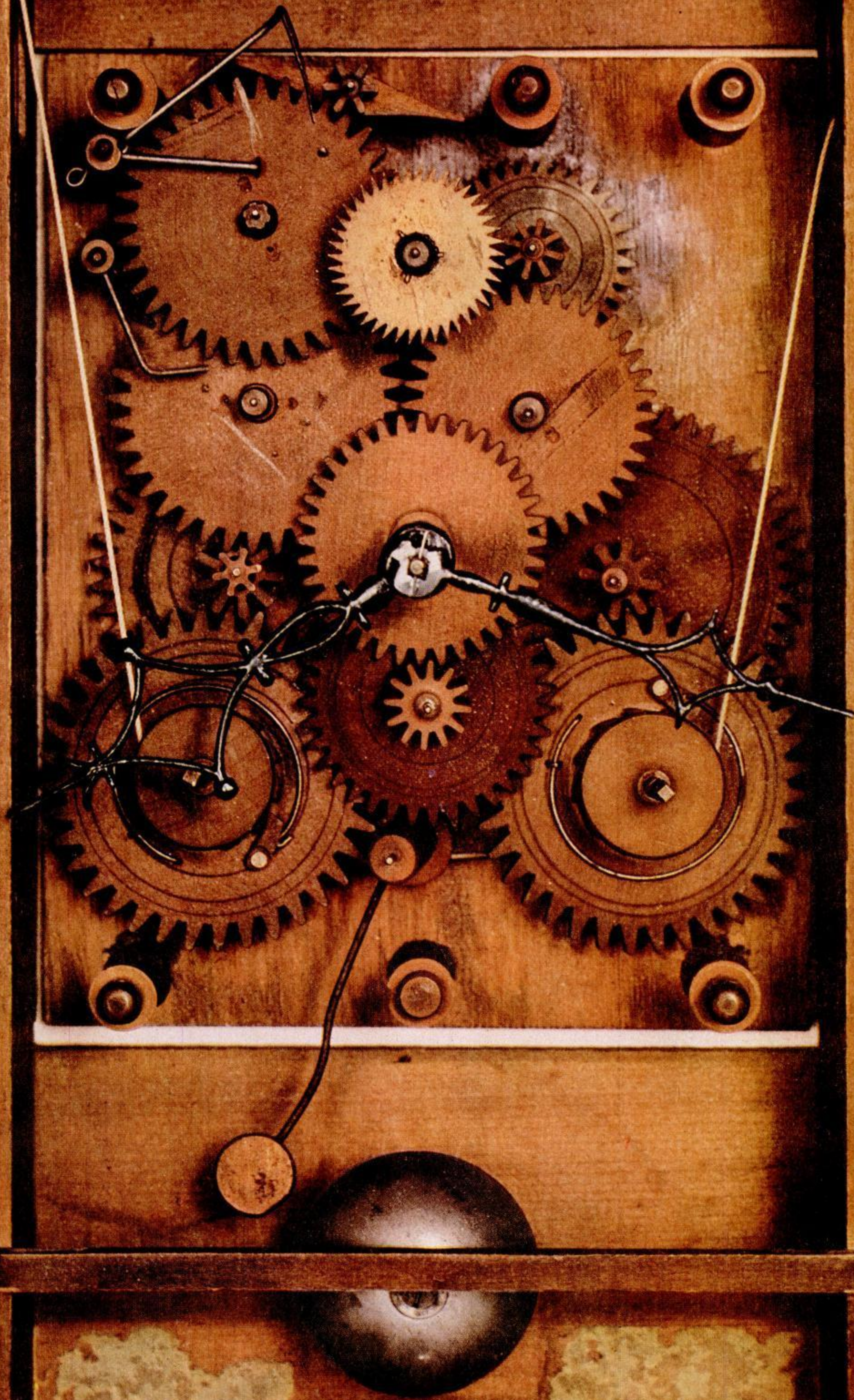
Soon after the Revolution, American clockmakers perfected new and simple clock mechanisms which could be put in a case less than half as tall as a grandfather's clock, thus saving much expense. In 1792 Eli Terry opened a shop at Plymouth, Conn. where he later produced a beautiful pillar and scroll clock with wooden works that sold for \$15. He made his

wooden clock movements by the techniques of mass production; a division of labor under which workmen made standardized parts, the assembly of these parts by men who specialized in this one process. The parts were interchangeable, could be replaced at minimum cost.

Wood was used because it was locally available, cheaper and easier to work than metal on the machines of the time. It was also durable; many wooden-works clocks 100 to 150 years old are still running today.

Connecticut became the center of the clock trade. Seth Thomas bought the patent to Terry's wooden movement and started a factory of his own. Another Terry-trained workman, Chauncey Jerome, pushed the price of a good shelf clock down to \$1.

The wooden-works clock marks a great dividing point. From now on, the U.S. consumer would be buying less and less of the artisan's wares, more and more of the factory's products. The American manufacturer learned that his mass-produced goods would not only satisfy existing markets but also create new ones. He also learned he had to develop new ways of selling so people would demand his goods, of distributing so people could get them, and of designing so customers would be pleased by them.



WOODEN 30-HOUR CLOCK MOVEMENT, patented by Terry and made by Seth Thomas, has a brass escapement wheel (*top center*). Other wheels

are of cherry, the pinions of ivy or laurel, the mounting plate of oak. Because the wood used was so hard and so well machined, the clocks kept excellent time.

HIRAM WALKER
ESTD 1858

IMPERIAL
HIRAM WALKER
Blended Whiskey
DISTILLED BY HIRAM WALKER & SONS INC., PEORIA, ILL.
BLENDED AND BOTTLED BY HIRAM WALKER & SONS INC.,
PEORIA, ILL. - SAN FRANCISCO, CALIF.

MAKO SHARK
SPINNING
LIGHT TACKLE
RECORD

CHUCK MEYER
Former merchant marine and Coast Guard officer, this sportsman-writer holds the world's light tackle record, won by landing a monster 261-pound mako shark, with spinning gear and a 12-pound test line.

Richard Drane

FOR MEN AMONG MEN, THERE IS A WHISKEY AMONG WHISKIES — IMPERIAL

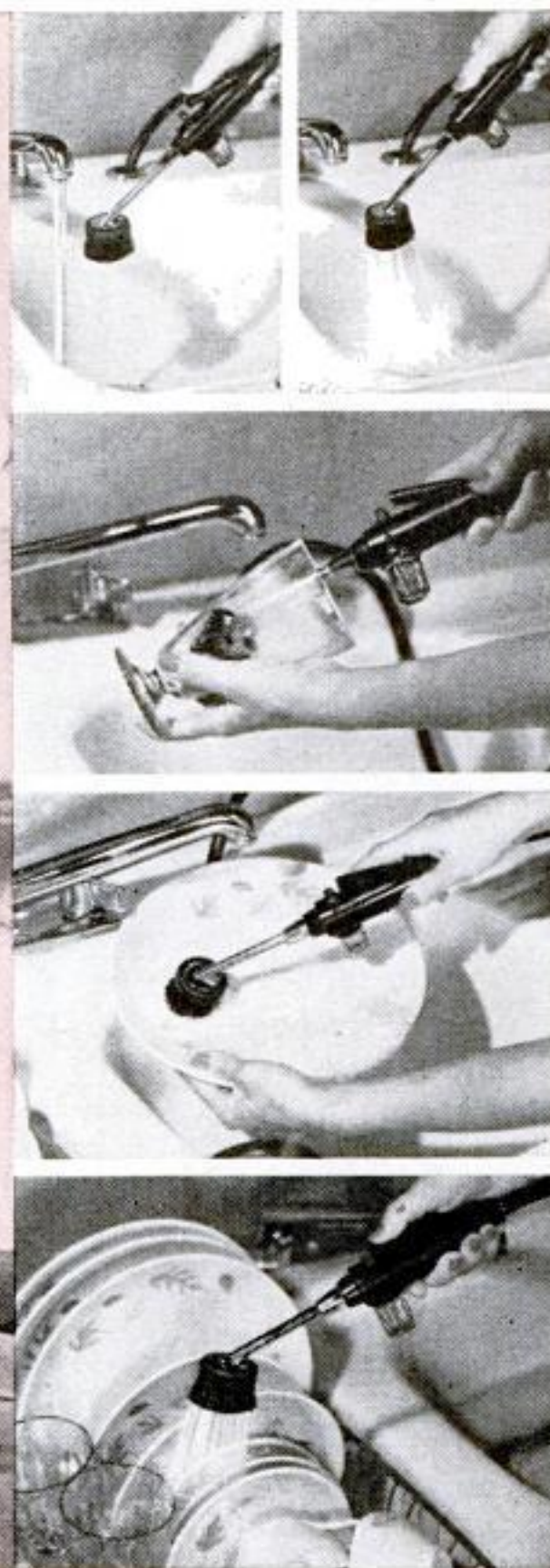
Man, this is whiskey!

Made by Hiram Walker to taste as a great whiskey should

Dish-Quik®

**gets dishes done
double-quick!**

**The ALL-IN-ONE faucet dishwasher!
The dishwasher all America can afford!**



THE DISH-QUIK SECRET

... one-hand fingertip control! Turn on the faucet and you're ready to go. Now press the lever: water flowing from the spout is diverted *instantly* to Dish-Quik. Release: the flow of water returns to the faucet spout.

FOR INSTANT SUDS

... rich and foamy, just *tap* the red button. Every dish, every glass, gets *fresh clean* suds, automatically produced from the tiny "see-thru" cup filled with any good liquid detergent (such as Joy). The cup holds enough for two days or more!

GETS DISHES CLEAN

... *really clean* ... even *scours* pots and pans! And does away with "sour" dishrags. The sturdy Dish-Quik brush, made of non-absorbent nylon bristles, is always "sweet" and always clean because it's rinsed clean with every use!

DISHES AIR-DRY

... sparkling bright without wiping, because Dish-Quik spray-rinses *as hot as you wish* ... even cleans out the sink. It's ideal, too, for use with a fully-automatic dishwasher, for pre-washing and for odd pieces that may not go into the washer.

Dish-Quik gets dishes done double-quick because it's your dishrag, dishpan, soap and rinse *all-in-one* and *always* ready to use! Billowy suds, all-nylon brush and hottest rinse ... *automatically* controlled at the fingertips of one hand! No more stacks of dirty dishes! With Dish-Quik you wash them as you use them. And you're through with rough and reddened hands ... *because* Dish-Quik keeps your hands out of hot, soapy water. Get your dishes done double-quick! You can get your Dish-Quik wherever plumbing goods are sold.

The Dish-Quik Co.

1700 East 58th Place, Los Angeles 1, California
[A division of Modern Faucet Mfg. Co.]



← Dish-Quik comes this way

As a standard attachment on all types of quality sink faucet units, often sold under the faucet manufacturer's own trade name. To be sure it's a Dish-Quik, look for the clear detergent cup on the handle. You can replace any old faucet with a new model featuring Dish-Quik. When *building, buying or remodeling*, be sure your sink is *modern* ... get one equipped with a Dish-Quik!

... or this way →

Separately, as a replacement for any of the plain water sprays illustrated below. You can replace your old spray with Dish-Quik in minutes. Make your plain spray faucet exactly like the newest models! Ask for a Dish-Quik wherever plumbing goods are sold ... only \$9.95



If your dealer is not supplied, send his name and address and your own with \$9.95, check or money order. We mail Dish-Quik to you. Californians add 3% tax.



\$9.95

FAIR TRADE PRICE

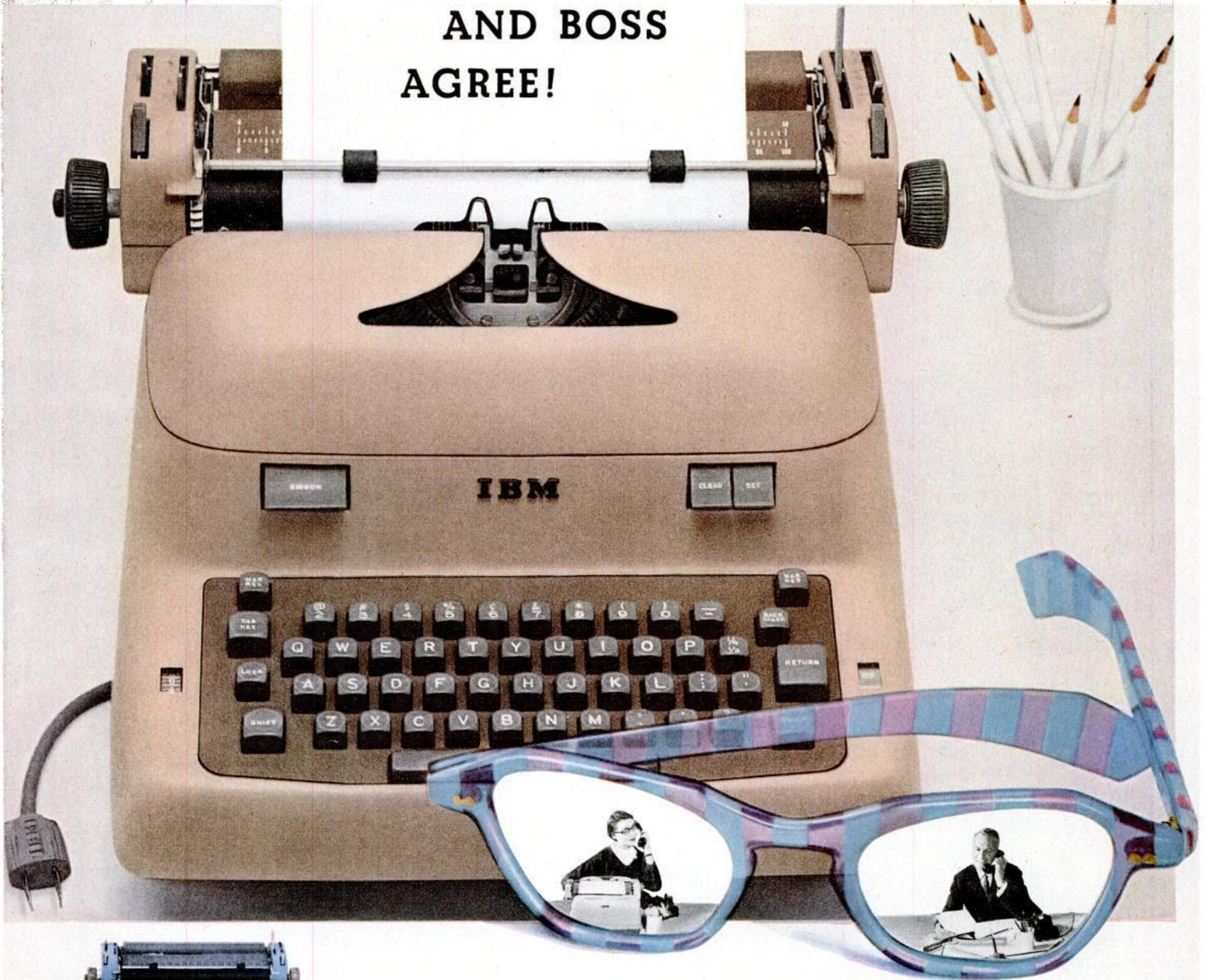


IN HER NEST ON A NORTH SEA ISLAND A HERRING GULL PONDERES OVER TWO PAINTED WOODEN EGGS, ONE NORMAL SIZE, THE OTHER ONE 20 TIMES AS LARGE

WHICH EGG WILL SHE SIT ON?

TO FIND OUT, SEE PAGE 73

SECRETARY AND BOSS AGREE!



ONLY IBM MAKES A COMPLETE LINE

OF ELECTRIC TYPEWRITERS

This IBM EXECUTIVE Electric and the STANDARD Electric shown above are just 2 of the 32 IBM models. They are available in many varied type faces and 7 handsome colors. Be sure to see this exclusive IBM EXECUTIVE Electric—it makes your letters look as if they were printed. For more information, call your nearest IBM office or write IBM, 590 Madison Ave., New York 22, N. Y. You're sure to go electric, make sure you go IBM!

She looks at it this way:

"I had to see it to believe it! My new IBM Electric has made such a change in my job . . . and in me! Now I know what the IBM man meant when he said that the IBM requires 95.4% less energy to operate than my old manual typewriter. My work goes so much faster—and it's so much easier for me. There's no 'late-afternoon letdown' any more—thanks to IBM 'power-typing'!"

He looks at it this way:

"Let's examine the facts. My secretary has increased her work output over 15%—with less time and effort on her part. So we've been able to handle over 15% more new business without the usual added stenographic expense. And speaking of new business, those distinctive IBM letters are really impressing prospects and boosting our company prestige. Based on performance, we're going 100% IBM!"

IBM
TRADE-MARK

**ELECTRIC
TYPEWRITERS**

... OUTSELL ALL OTHER ELECTRICS COMBINED!

©1955, International Business Machines Corp.



this diamond...

was well known throughout

England on late 19th century playing cards,
especially designed to commemorate
Queen Victoria's Diamond Jubilee.

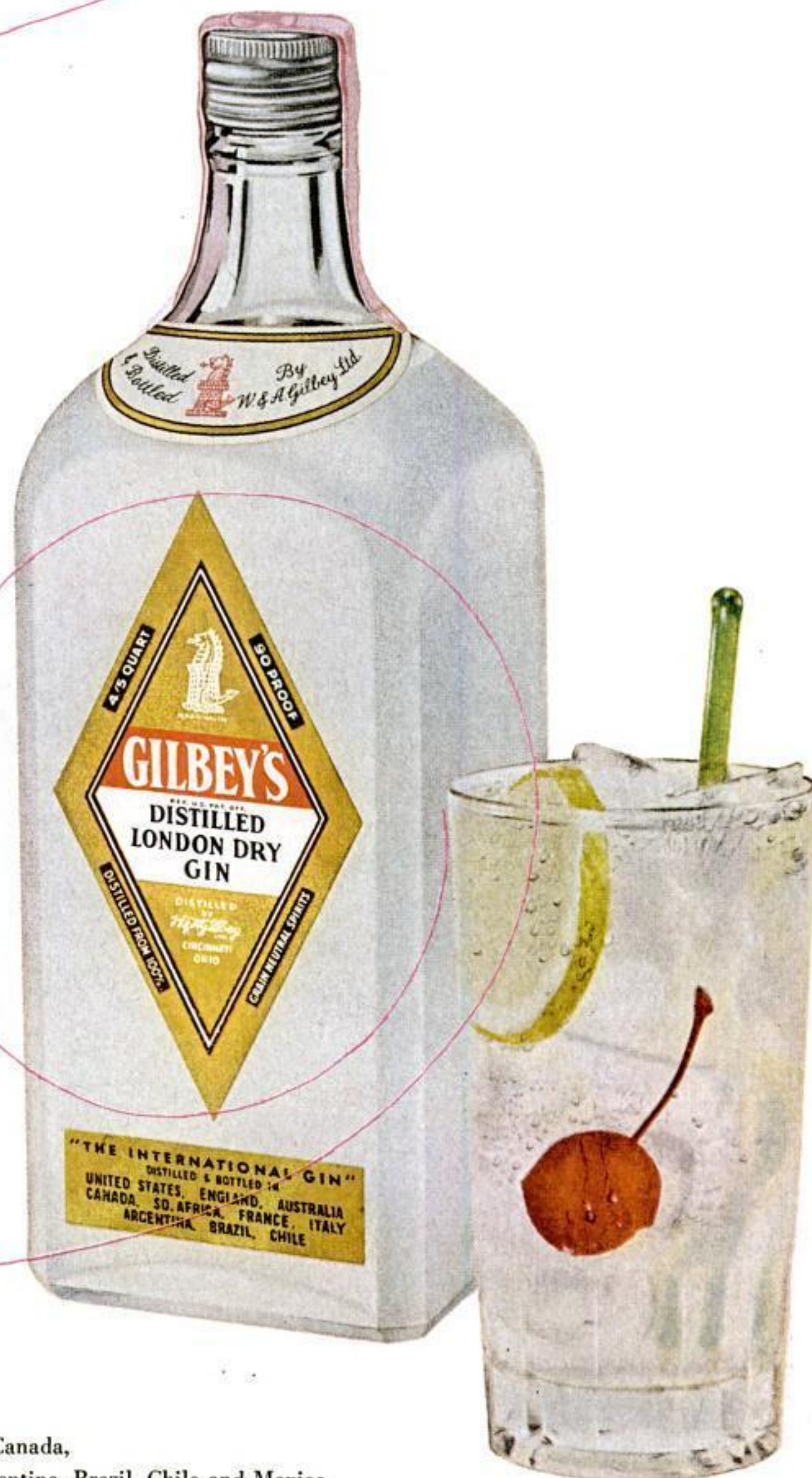
this diamond

is well known the world over today. It's the label for the *one*
gin that's **dry...clear...** the **right proof** (90 proof)...
and the **right taste...** never harsh, **ALWAYS** smooth.
ALWAYS look for Gilbey's famous **frosted bottle**.



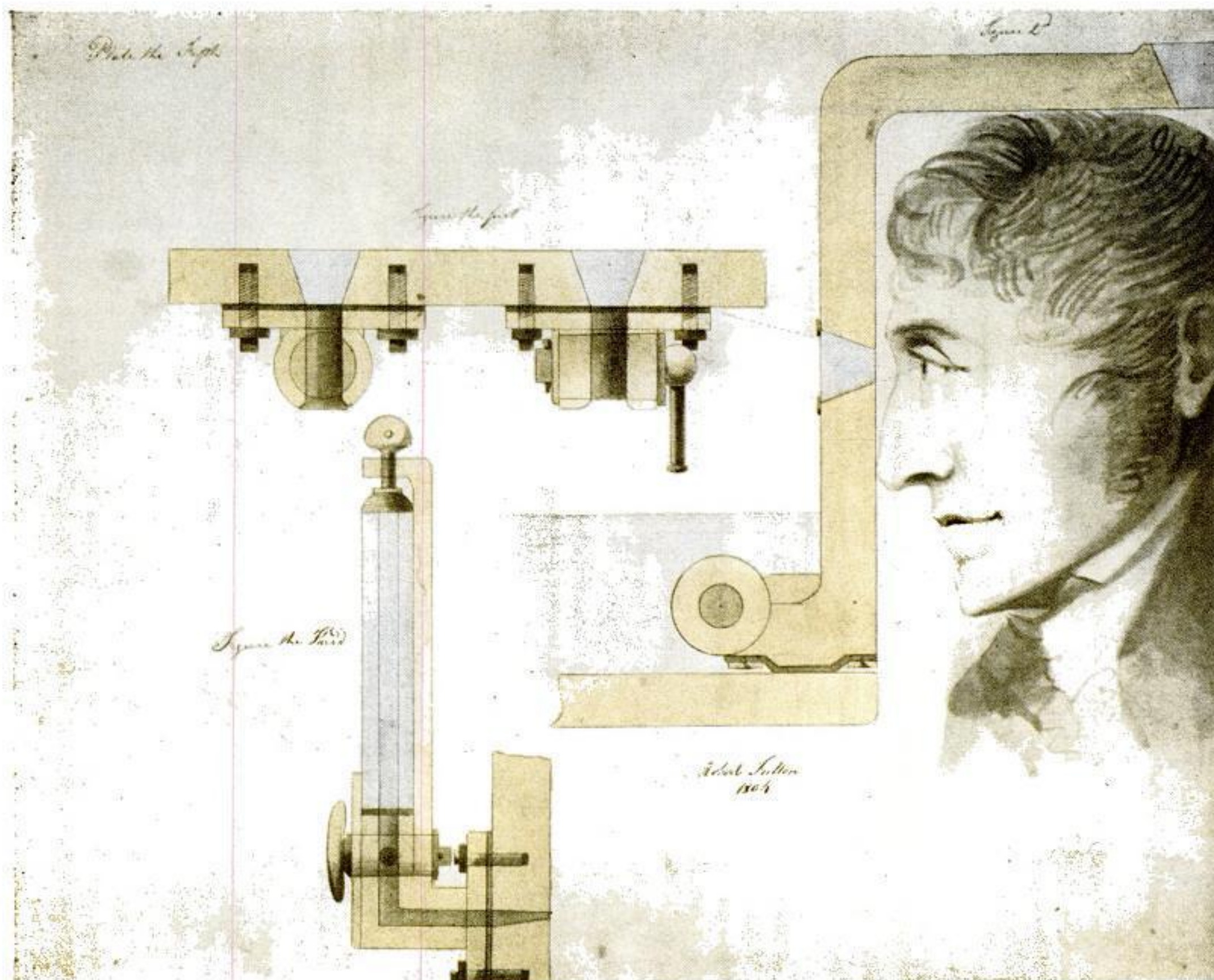
The world agrees on

"GILBEY'S please"



THE INTERNATIONAL GIN—distilled and bottled in the United States, England, Canada,
Australia, South Africa, France, Italy, Argentina, Brazil, Chile and Mexico.

GILBEY'S DISTILLED LONDON DRY GIN. 90 PROOF. 100% GRAIN NEUTRAL SPIRITS. W. & A. GILBEY, LTD., CINCINNATI, OHIO



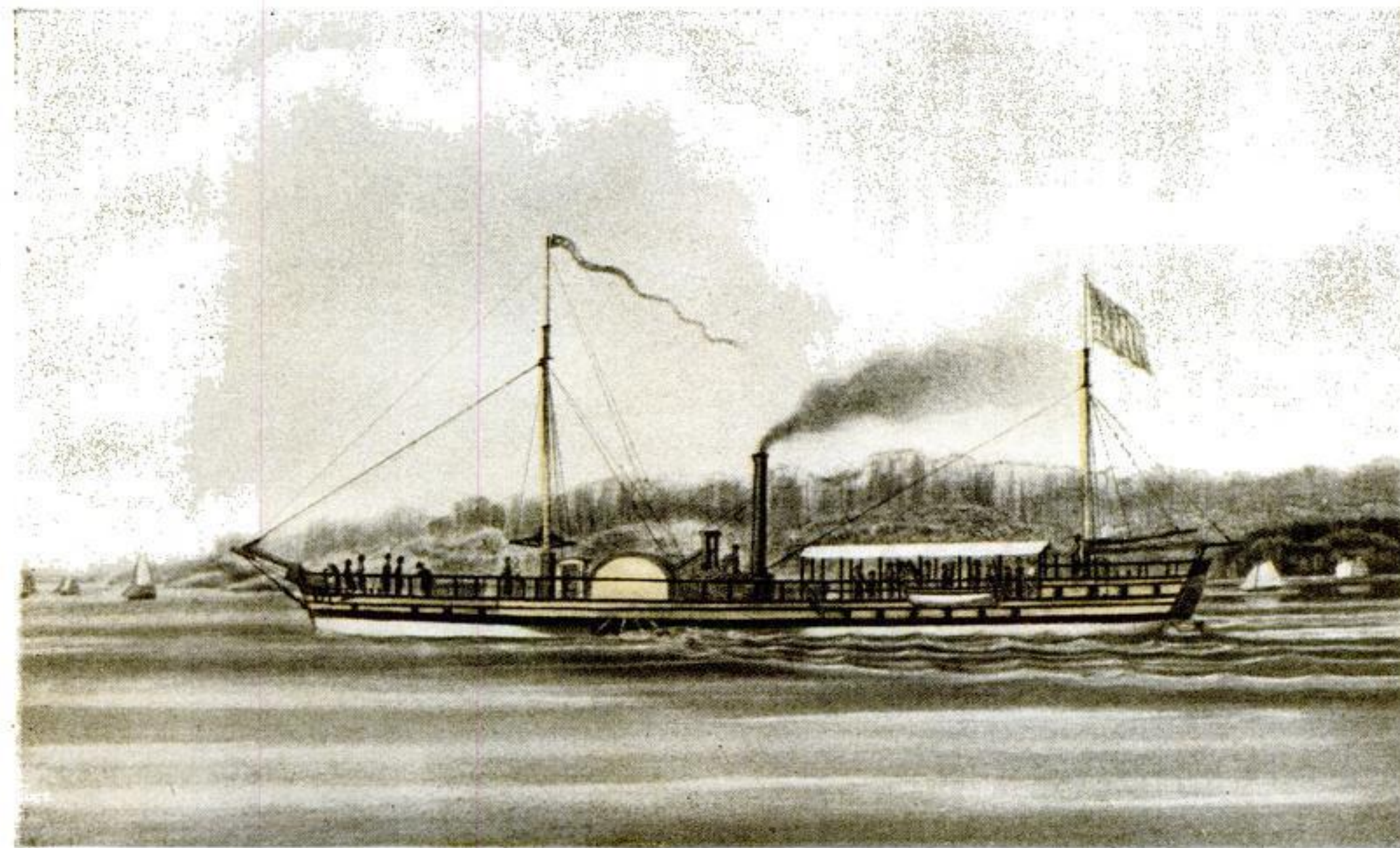
FULTON SELF-PORTRAIT (above, right) shows how he could direct the placing of bombs from 1800 submarine.

Detail at upper left shows submarine window reinforced against water pressure. Bathometer below registered depth.

The fertile mind of Robert Fulton

All the self-sufficient aspects of the homespun age were summed up in the career of Robert Fulton, a Pennsylvania farm boy who learned the gunsmith's craft, earned his living painting miniatures at 17, and then, with little education and no technical training, became a sensational success as an engineer and inventor. At 21 Fulton went to England, where he patented a power shovel that dug many British canals. At 35 he built a submarine and tried

to sell it to both the French and British navies. Disappointed in the financial results, he returned to the U.S. with a British-made steam engine and installed it in the *Clermont*, the first steamboat to make regular trips between New York and Albany. Eight other American inventors built and ran steamboats before Fulton did. But Fulton was the first to interest a large public in steamboat travel and he became the biggest steamboat builder of his day.



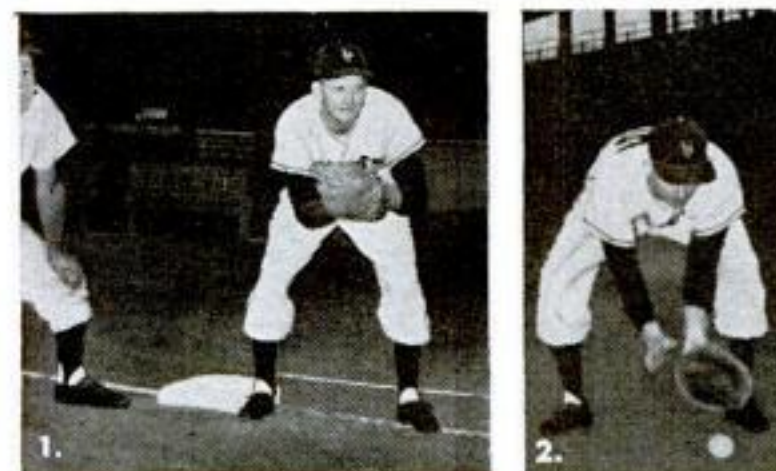
FULTON STEAMBOAT, the *Clermont*, left New York Aug. 17, 1807 and completed the trip to Albany and back

in five days, reaching speed of 5 mph. On later trips there were two small cabins with rows of bunks for passengers.

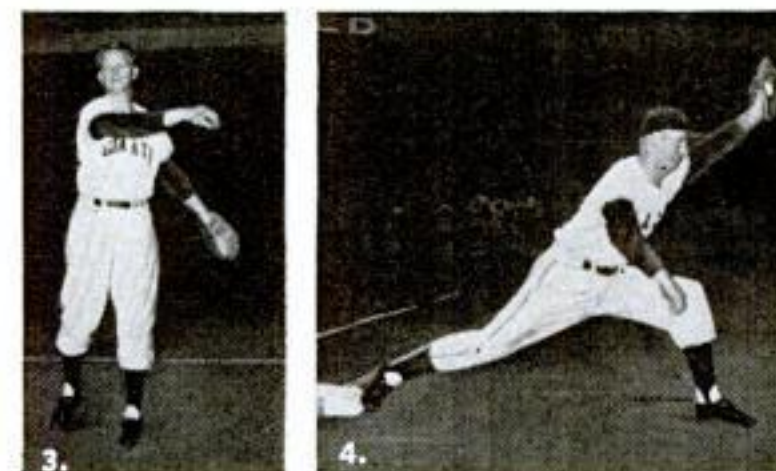
Whitey Lockman

STAR FIRST BASEMAN,
WORLD'S CHAMPION N. Y. GIANTS, TELLS

The "Ideal" way to start a Double Play



1. "Hold runner on first. Move to fielding position on pitch. Be ready for ball hit in your direction."
2. "Get on that ball with both hands. (Get your hands on some Fitch Ideal too—for your hair!)"



3. "Regain balance before you throw to 2nd. An error and the manager will tear out his hair. (I keep mine neatly in place with the help of Ideal!)"
4. "Return quickly to first. Stretch for return throw to double-up batter. Get your foot off the bag to avoid being spiked."



Try Whitey Lockman's "Ideal" way to groom your hair!

Use this amazing new, "no-grease" discovery! Keeps hair neater than gooey oils and creams—keeps hair and scalp cleaner, too!

Put Fitch Ideal into your grooming line-up! Ideal has triple-play action. (1) It keeps hair good-looking and neat all day! (2) Helps keep hair and scalp cleaner. Because it isn't oily, sticky or creamy, it won't trap dirt to clog scalp pores. (3) Fitch Ideal also relieves itching, acts to keep scalp free of flaky dandruff.

So steal a sign from Whitey Lockman. Get a bottle of Ideal from your drug store today. Ask your Barber for a professional treatment, too.

FITCH
Ideal
HAIR TONIC



CONTINUED



Refreshing! Lemonade's the beverage that picks you up... without letting you down! That quenches thirst like nothing else! It's ready in seconds with Frozen Lemonade from sunny California. Just open can...add water, ice. Nice mixed with ginger ale or soda!

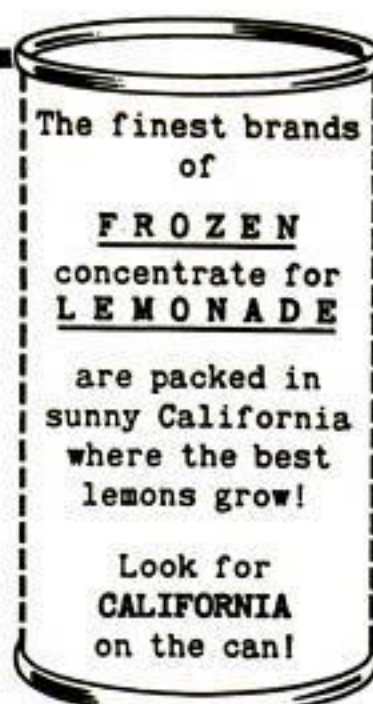
Tangy! Frozen Lemonade with CALIFORNIA on the can contains the sweetened, fresh-frozen juice of the finest lemons that grow... California lemons. So look for CALIFORNIA when you buy!

Costs only 3¢ a glass! Each 6-oz. can makes a full quart. Pick up several cans today. Keep a pitcherful in your refrigerator.

LEMON PRODUCTS ADVISORY BOARD, LOS ANGELES, CALIFORNIA

so easy now with
FROZEN LEMONADE

from
sunny
California



HOW HOSPITAL STOPPED ATHLETE'S FOOT ITCH!

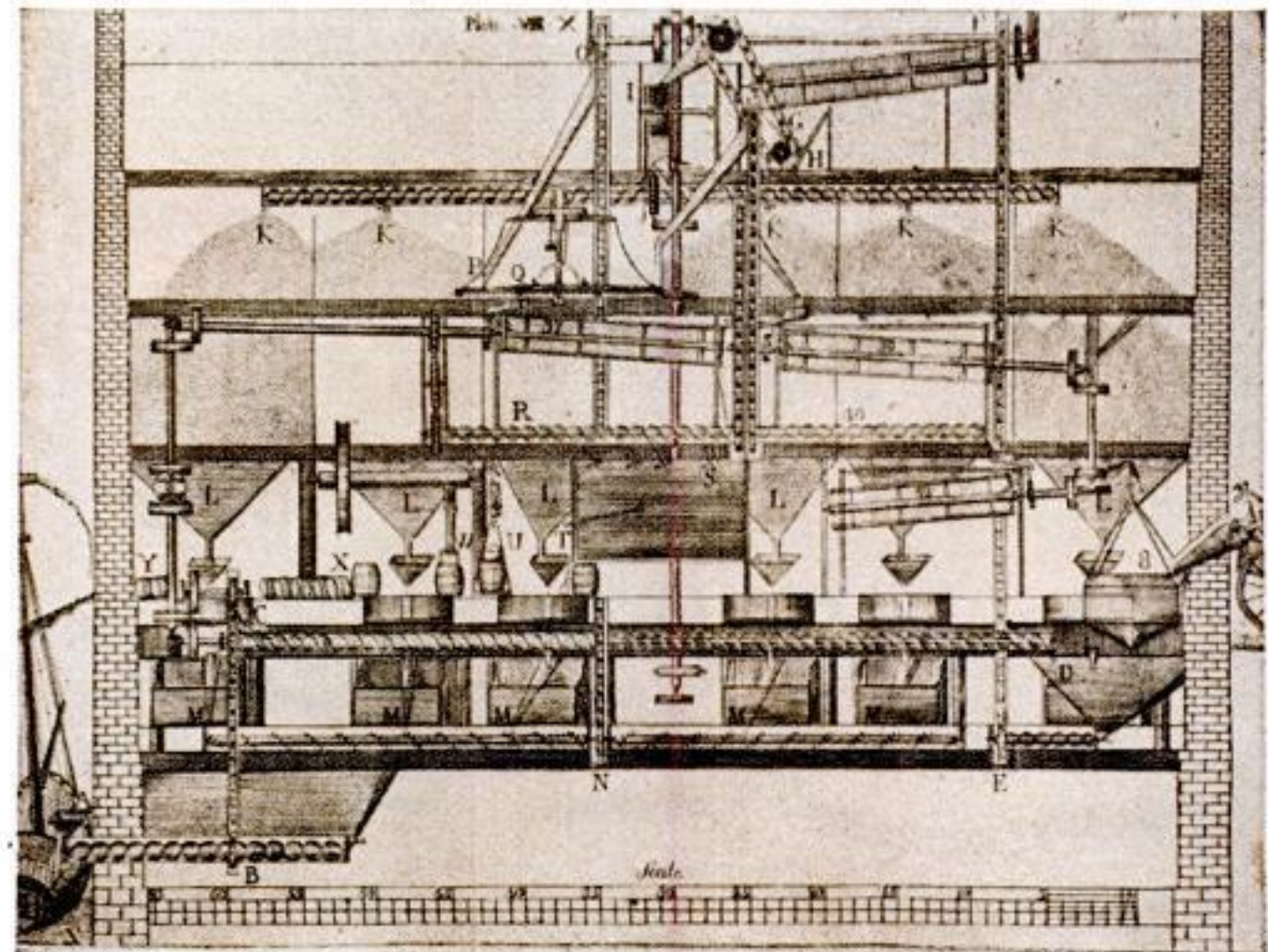
Amazing "hospital-tested" cream destroys Foot Itch fungi on 60-second contact... instantly relieves the itching!

Why endure that agonizing toe itch? Hospital tests show TING Antiseptic Cream gives instant relief... restores wonderful comfort to sore, burning skin and cracked, peeling toes.

Laboratory tests also prove that TING's remarkable fungicidal action destroys Athlete's Foot fungi on 60-second contact. Prevents spread of infection. Aids healing of raw, cracked toes amazingly fast.

TING is a non-greasy, stainless "dry cream" discovery. Simply rub on.

Dries quickly to powder that clings, thus continues relief for hours. Buy TING today. Guaranteed results. Money back if not completely satisfied. At all druggists. Only 69¢.



HOW MILL WORKED is shown in diagram published by Oliver Evans in 1795. Principles of this design spread westward, ran mills up to Civil War.

Before 1800, signs of automation

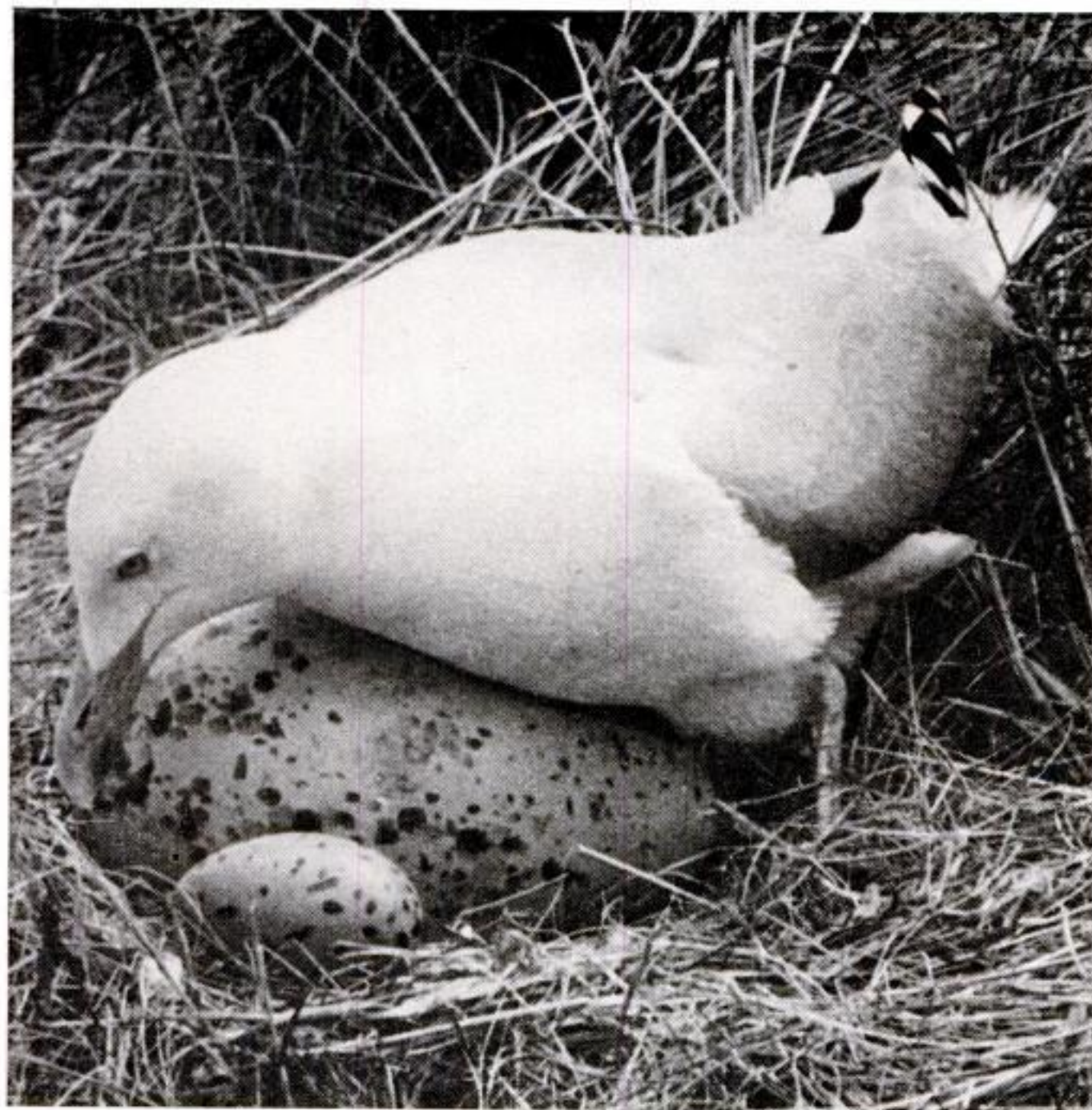
Automation, which today takes on increasing importance in U.S. industry, first came to the U.S. in the 1790s. The thoroughly practical one-man flour mill shown above was designed by a self-taught inventor named Oliver Evans for a friend who operated it on the Occoquan River in Virginia. The wheat was delivered by boat (lower left in diagram) or by wagon (at right in diagram). It was measured and poured into conical iron hoppers and conveyed by long, narrow screw-type elevators to the top floor of the mill. Here it was evenly distributed in piles (marked K in diagram) and fed by gravity through funnels (marked L) to several sets of revolving millstones. The ground meal fell into conveyors (marked M), was raised by another set of elevators to the bolting hopper (marked Q) which sifted the flour. A conveyor (R) dropped it down chutes to waiting barrels (at T and U). Other machinery weighed and headed the barrels and kept them moving toward the delivery door at left (marked Y). All of this was run by the power from three water wheels and directed by one man.

Evans was a farmer's son in New Castle County, Del. who read about Newcomen's steam engine when he was 17. Thereafter he could not rest until he made one himself. He was the first American to specialize in making high-pressure steam engines and became a large-scale manufacturer. In 1804 he rumbled through the streets of Philadelphia in his celebrated "Oruktor Amphibolos," a self-propelled steam dredge which could run on land or water and was really a crude forerunner of both the automobile and the steamboat. He also invented an important machine for making the teeth used to card wool and cotton.

ACKNOWLEDGEMENTS

LIFE is indebted to the following for special assistance in the preparation of this essay: Louis C. Jones, Janet McFarlane and Virginia Parslow, New York State Historical Association, Cooperstown, N.Y.; Charles F. Montgomery and Dean Fales Jr., Du Pont Museum, Winterthur, Del.; James M. Brown, Corning Glass Center, Paul Perrot and Axel von Saldern, Corning Glass Museum, Corning, New York; John D. Kilbourne, Alice E. Starner, Historical Society of York County, Pennsylvania; Brooks Palmer, author *The Book of American Clocks*, Reginald C. Morrell, Bristol Clock Museum, Bristol, Conn.; Elizabeth Roth and Jean McNiece, New York Public Library; Wayne Andrews, Caroline Scoon, New-York Historical Society, New York, N.Y.; Walter J. Heacock, Eleutherian Mills-Hagley Foundation, Wilmington, Del.

IN AUG. 29 ISSUE, PART IV
THE GREEK REVIVAL



ON GIANT EGG herring gull teeters uncertainly trying to keep from slipping off. Finally the gull gave up and settled down on the small egg alongside.

GULL'S BIRDBRAINED ENDEAVOR

The herring gull shown on page 70 reached a decision quickly. Ignoring the normal-sized wooden egg, the bird gamely struggled aboard the monster egg (above). This incident was illuminating to Gerard Baerends, professor of zoology at Holland's Groningen State University, because it proved that an object needs to have only faint resemblance to a real egg for a herring gull to do its unintelligent best to hatch it, even in preference to an egg of proper size.

Professor Baerends made the wooden egg experiment this year on Terschelling Island in the North Sea. His experiments have taught him other things about herring gulls. To fool them he made eggs of different shapes and colors (below), and placed some of them on the edge of a nest and waited to see which the gull would drag in. Herring gulls, he found, are usually bored by plain eggs. But if the egg is speckled, the bird will try to hatch it, even when it is square (next page).



EGG ARSENAL, spread before Baerends, includes glass egg (left, on paper) invisible to gull, but which it will try to hatch when it feels egg with its body.

CONTINUED

make your money do

TWO jobs!

Full Cash Refund

**\$5 A WEEK COMBINES SAVINGS AND PROTECTION—
HAVE \$5200 CASH IN 20 YEARS**

HERE'S HOW THE PLAN WORKS:

IF YOU ARE AGE	CASH REFUND AT END OF 20 YEARS*	INSURED PROTECTION FOR 20 YEARS	INCREASED CASH FUND AVAILABLE AT AGE 65
25	\$5200	\$8012	\$7114
30		\$7338	\$6515
35		\$6580	\$6001
40		\$5591	\$5563

PLUS OTHER OPTIONAL BENEFITS. Instead of a full refund, you can take part of your money in cash—and continue the insured protection for the rest of your life without further deposits. Or you can choose increased life insurance without medical examination... your savings will continue to grow without making further deposits until you are 65 or older.

**Based on Annual Deposits*

The chart above shows how \$5 a week does double-duty for you when you invest it in United of Omaha's 20-20 Plan.

For the next 20 years—the important family years—your loved ones are protected by safe,

sound life insurance. At the end of 20 years you can take a **FULL CASH REFUND** of all your annual deposits. If you are between 1 and 55, in good health, learn all the facts by mailing the coupon today.

United OF OMAHA
UNITED BENEFIT LIFE INSURANCE COMPANY

A Billion Dollar Life Insurance Company

Home Office: Omaha, Nebraska. Canadian Office: Toronto.
Service Offices throughout the United States, Canada and Hawaii.



Learn how you can make your money do two jobs.

MAIL NOW

UNITED OF OMAHA
UNITED BENEFIT LIFE INSURANCE COMPANY
Omaha, Nebraska (Dept. L-7-55)

I can save ☐ \$2 wk. ☐ \$3 wk. ☐ \$5 wk. ☐ \$10 wk. and want to know what this will buy for me under your 20-20 Plan. Please give me full particulars. No obligation whatsoever.

NAME _____ AGE _____

ADDRESS _____

CITY _____ STATE _____



At last! A revolutionary scientific powder that really

STOPS DOG ITCH

- Destroys Fleas, Ticks, Lice!
- Even Kills Spotted-Fever Ticks!
- Stops Fungus Itch! (worst kind of dog itch)
- Kills Bacteria—Repels Odors!



DR. A. C. MERRICK, noted veterinary scientist, discovered that in about 70% of the cases it is a fungus skin infection, and not fleas alone, that makes dogs scratch. SCRATCHEX, developed by Dr. A. C. Merrick, stops *Fungitch* (fungus itch), and kills fleas, lice, ticks on contact. Dogs frenzied from almost never-ending scratching quickly quiet down when dusted with SCRATCHEX.

WORKS SO AMAZINGLY because SCRATCHEX combines: 1.—*Mercaptobenzothiazole*, for its spore-killing, itch-relieving action. 2.—*Benzene hexachloride*, a powerful, modern insecticide. 3.—*Hexachlorophene*, to kill bacteria that cause body odors.

PROVED BY DOG EDITORS

Reported in *THE AMERICAN MAGAZINE* and in *HUNTING & FISHING*

"The scratch powder worked beautifully. One application and no more scratching."
—Frank Reichstein, Beloit (Wisconsin) Daily News.

"Your powder has afforded my dog real relief from fleas, ticks, and summer irritation of the skin."—J. G. Bayly, Covington (Va.) Virginian.

... all in one easy operation

It's no joke when your dog scratches himself into a frenzy. He is in real misery. And ordinary "flea powders" often cannot relieve his suffering. Why? Because medical research has proved that 7 times out of 10 it is not fleas that are the real cause of his trouble, but a serious case of *Fungitch* (fungus itch). This fungus infection, picked up in grass and weeds, causes scratching even when your dog is free of fleas, lice and other insects.

Flea Powders Fail—In early stages *Fungitch*, though irritating and painful, often cannot be seen. Thus fleas and other insects are blamed for the dog's scratching. That's why "flea powders" often fail. They are powerless against *Fungitch*.

Now You Can Help—After years of research, Dr. A. C. Merrick, famous veterinary scientist, has developed an entirely new-type medicated powder that stops this painful *Fungitch* (often called "summer itch" or "mange") and kills fleas, lice and ticks on contact.

Almost Instant Relief—This wonder-working powder, called Dr. Merrick's SCRATCHEX, brings almost instant relief. Long-lasting effectiveness helps prevent re-infection. Curbs "doggy" odors.

Don't Let Your Dog Suffer—Dust SCRATCHEX into his coat. When he stops scratching he'll lose his jitters, feel better and look better. A single can of SCRATCHEX should keep your dog "scratch-free" and happy for months. Get SCRATCHEX today—at all drug stores and leading pet shops.

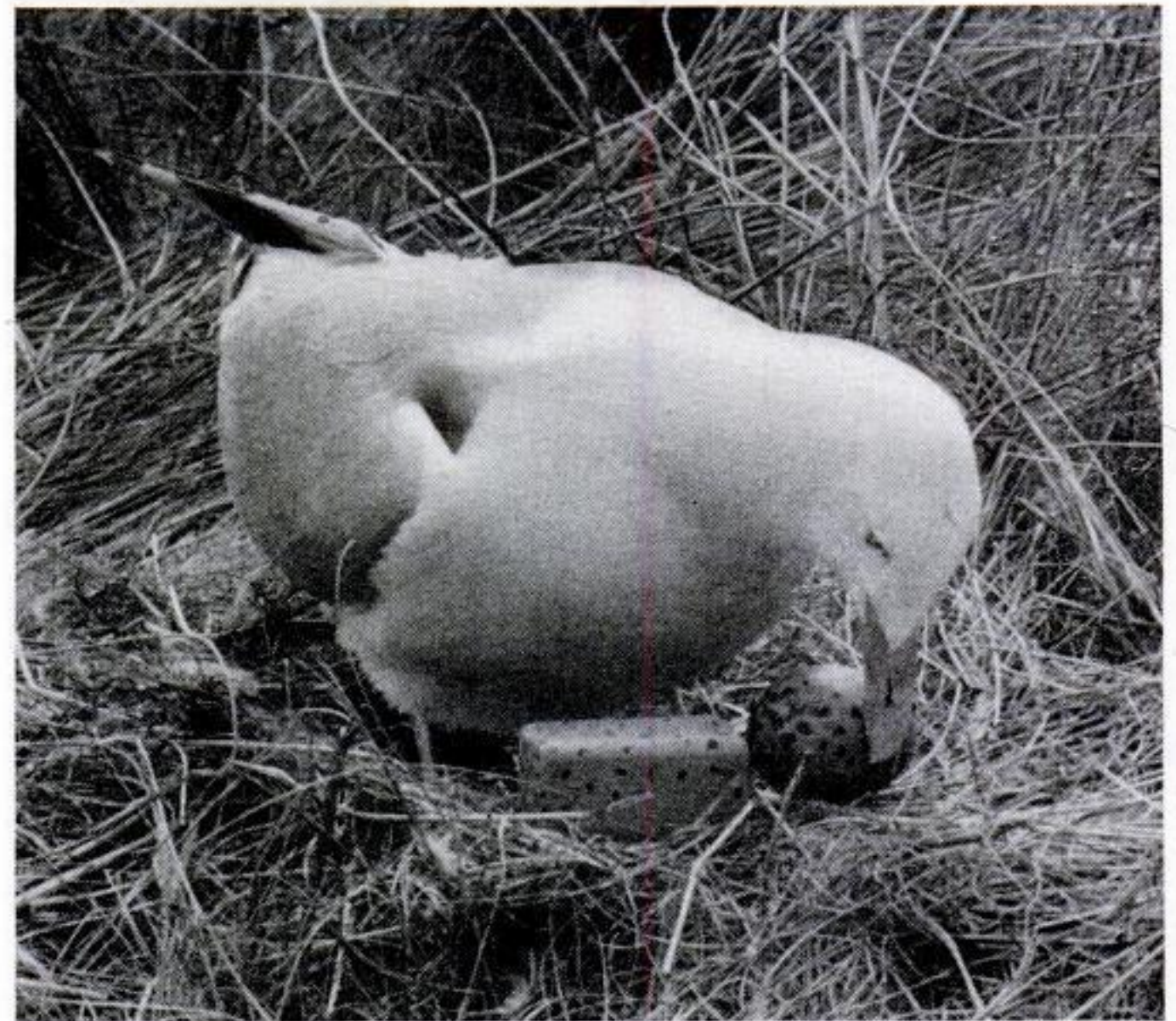
**GUARANTEED
TO STOP YOUR
DOG'S SCRATCHING**
or money back
ONLY 98¢ SEASON'S SUPPLY



Dr. Merrick's
SCRATCHEX
SCIENTIFIC MEDICATED POWDER FOR DOGS

Which Egg? CONTINUED

AN IRRESISTIBLE SQUARE EGG



FLAT-SIDED EGG, painted with normal gull-egg color scheme, is first ignored as gull rolls egg-shaped artificial egg into nest with beak (top). But then she maneuvers the square egg down from the edge of the nest (center) and, with a wide yawn (bottom), settles down comfortably to hatch both of them.

To the millions of motorists who insist on
5-RIB CHAMPION SPARK PLUGS
 for best engine performance
HERE'S MORE PROOF OF YOUR GOOD JUDGMENT!



THE NASCAR DAYTONA BEACH GRAND NATIONAL race is an annual classic of stock car competition. Only regular stock spark plugs, available at neighborhood dealers, may be used in this grueling 160-mile race. Once again, *Champion* scored a clean sweep! The first nine cars to finish—Chryslers, Oldsmobiles and Buicks—were all Champion-equipped!

Start of the Daytona 160-mile race. Tim Flock (R.Front) and Lee Petty (L.Front) finished 1-2 in Champion-equipped Chrysler 300's.



THE FLORIDA INTERNATIONAL GRAND PRIX OF ENDURANCE—Sebring's annual AAA-sanctioned, 12-hour race for sports cars—is another great test of spark plug performance. This year, Phil Walters and England's Mike Hawthorn in a Champion-equipped Type D Jaguar took the checkered flag for over-all winner only 25 seconds ahead of a Ferrari driven by Phil Hill and Carroll Shelby. This Ferrari, also running on Champions, was the grand winner on Index of Performance.

The winning Jaguar (19), owned by Briggs Cunningham and fitted with Champions, roars into an early lead from the LeMans type start.

Better by far for every car, regardless of make or year!





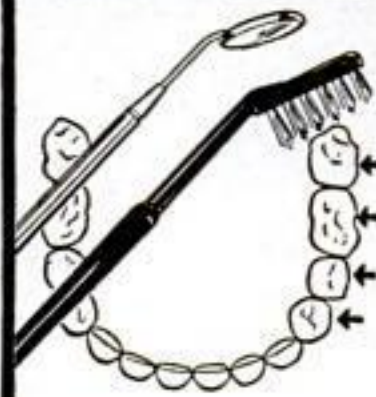
NON-FATTENING LIQUID SWEETENER **SWEETA**

One or two drops make iced tea or coffee delicious. Handy, squeeze-a-drop plastic bottle holds the sweetness of 432 lumps of sugar!



Look for this
SQUIBB
product at your drugstore

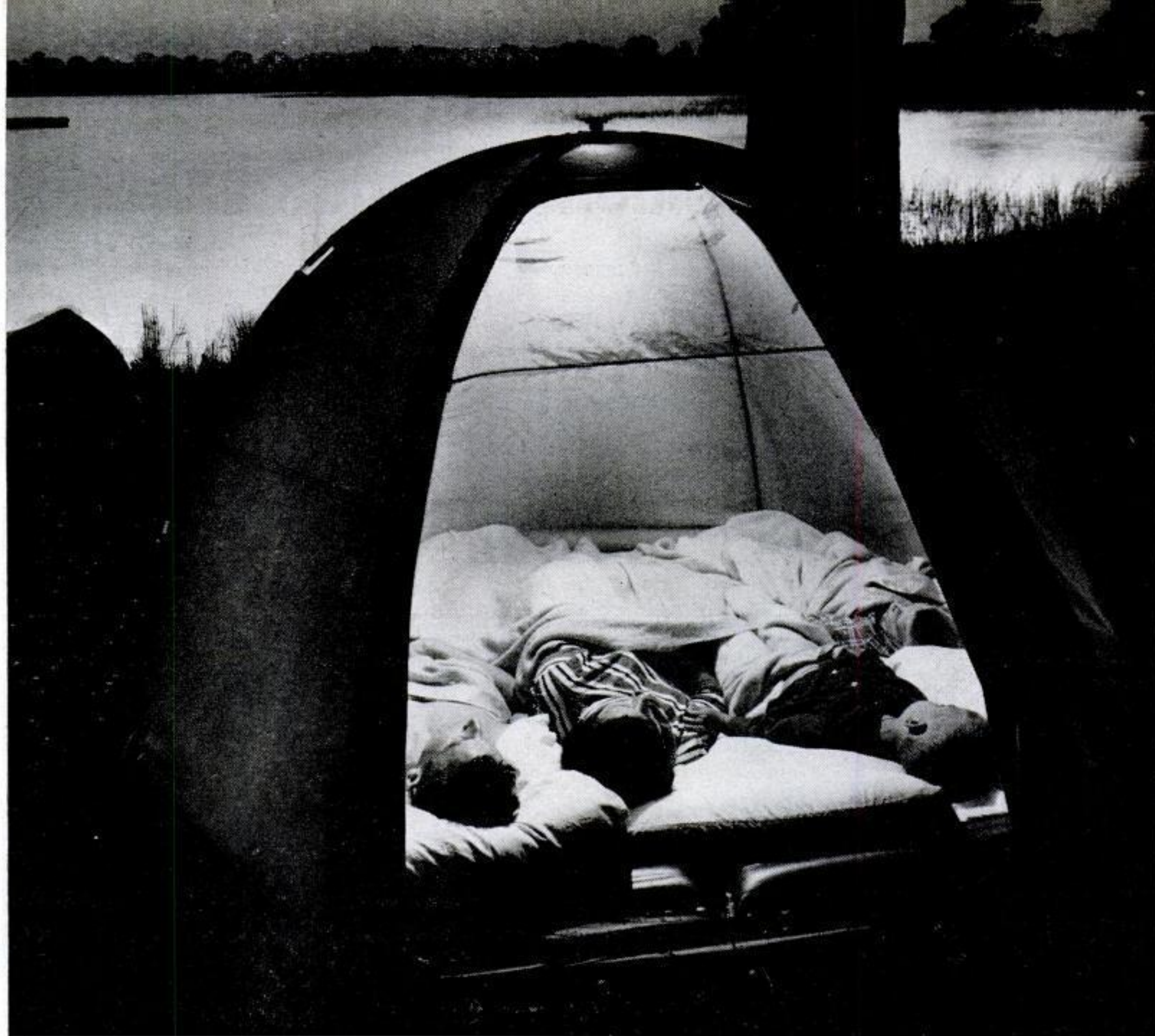
4 out of 5 CAVITIES STRIKE YOUR BACK TEETH



PROTECT your teeth by careful brushing with the brush that's bent like your dentist's mirror to reach those hard-to-get-at places.

**SQUIBB ANGLE
TOOTHBRUSH**

LOOK FOR IT AT YOUR DRUGSTORE



TESTING NEW TENT, DESIGNER BILL MOSS, WIFE AND TWO CHILDREN SLEEP BESIDE LAKE NEAR ANN ARBOR, MICH.

TENT POPS UP AND FOUR POP IN

Two Michigan outdoorsmen who detest the inconvenience that goes with pitching a heavy tent have come up with an invention to take at least some of the work out of camping. After 18 months of experimentation Bill Moss and Henry Stribley, both avid hunters, perfected a pop-up tent which folds to the size of a knapsack, weighs so little that a child can carry it, opens up like an umbrella, needs no stakes or ropes and is ready to inhabit in four minutes flat.

Made of Egyptian cotton with lightweight glass fiber rods, the tent has a canvas floor and a door flap that closes with a slide fastener. By September it will be available in two sizes. The larger version, roomy enough to sleep a family of four, will cost about \$125. The smaller size, ideal for use as a duckblind, will cost about \$87. It is so flexible that hunters can simply hold it over their heads and run from one shooting spot to another, thus confusing the ducks.



CLOSING TENT, June Moss has unscrewed knob so the ribs spring together. Dismantling takes five minutes.



CARRYING TENT neatly folded on his back, 4-year-old David Moss trudges from camp site to family car.



2 SPAMwich favorites

Sliced egg SPAMwich with tomato quarters, crisp green pepper sticks. Almost a meal in itself. And what a meal! Rosy tender SPAM offers a wealth of good eating. It's the exclusive Hormel blend of sweet juicy pork shoulder and mild tender ham, superbly seasoned.

SPAM surprise bun. Just chop or grind together tasty pure-pork SPAM, cheese, pickles . . . with mayonnaise to moisten. Mighty good, baked in a foil-wrapped bun until cheese melts. SPAM sizzles!

COLD OR HOT SPAM® HITS THE SPOT.



SPAM is the registered trade-mark for a pure pork product packed in 12 oz. cans only by Geo. A. Hormel & Co., Austin, Minn.



HORMEL
GOOD FOOD

NEW FROM PILLSBURY





Pillsbury *fudge* **BROWNIE MIX**

***Complete! Country-fresh eggs
right in the mix***

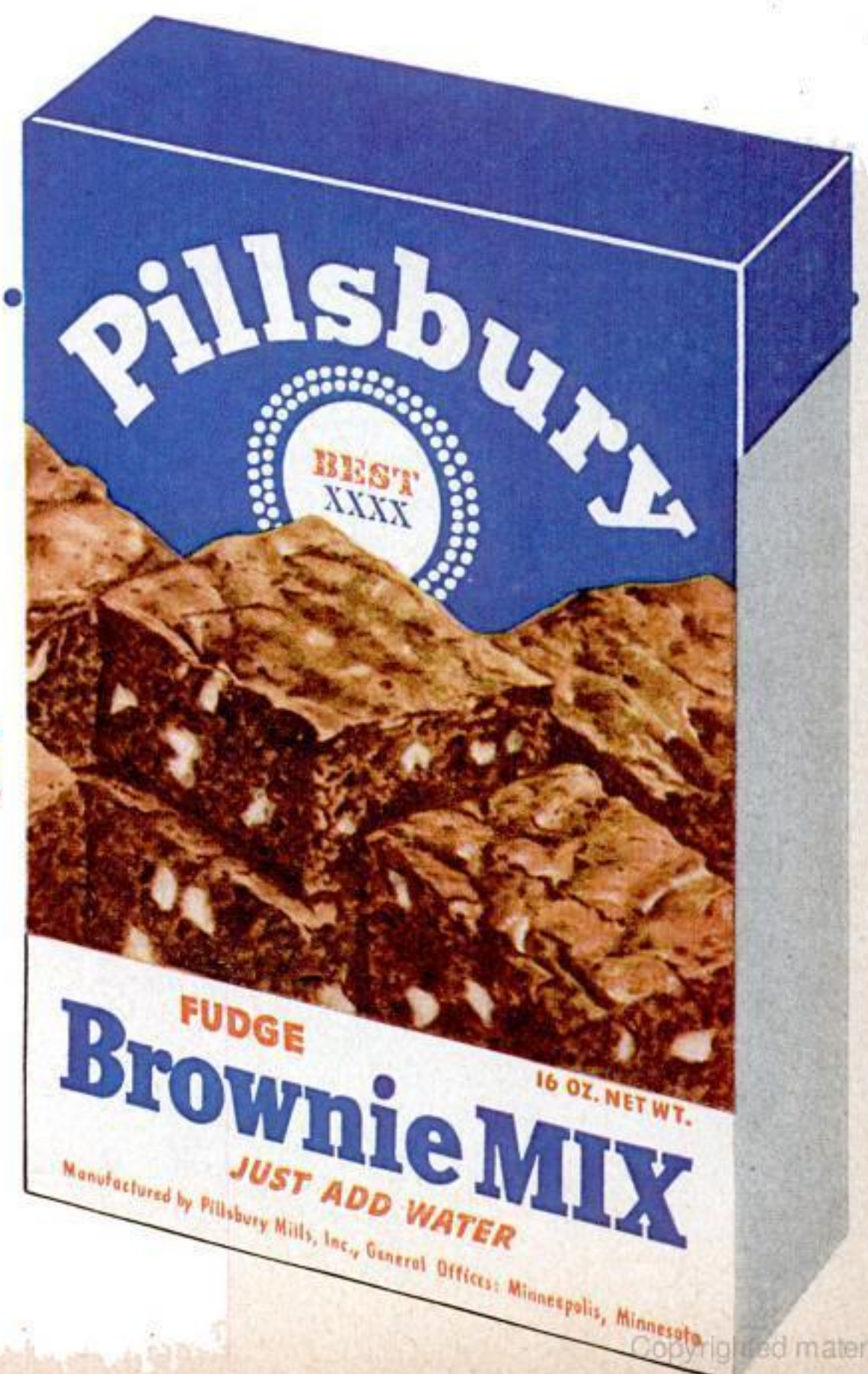
WATER IS ALL YOU ADD

You couldn't make a more homemade-tasting brownie if you tried. Rich chocolate flavor. Moist, fudgy and chewy.

Nothing to add except water, because this is a complete brownie mix—country-fresh eggs right in the mix. And think of the time and money you save!

Brownies! Wouldn't that be a nice surprise for an unsuspecting family? Then Pillsbury Fudge Brownie Mix is all you need.

**Makes the
rich, fudgy
homemade kind
of brownies**



Cadillac



World's Best Reason for Ordering a Cadillac !

As almost any Cadillac owner can tell you, his family represents the finest of all reasons for making the move to the "car of cars."

How wonderful it is, for instance, to be able to surround your loved ones with Cadillac's superlative comfort and safety. Every luxury and convenience and motoring safeguard known to

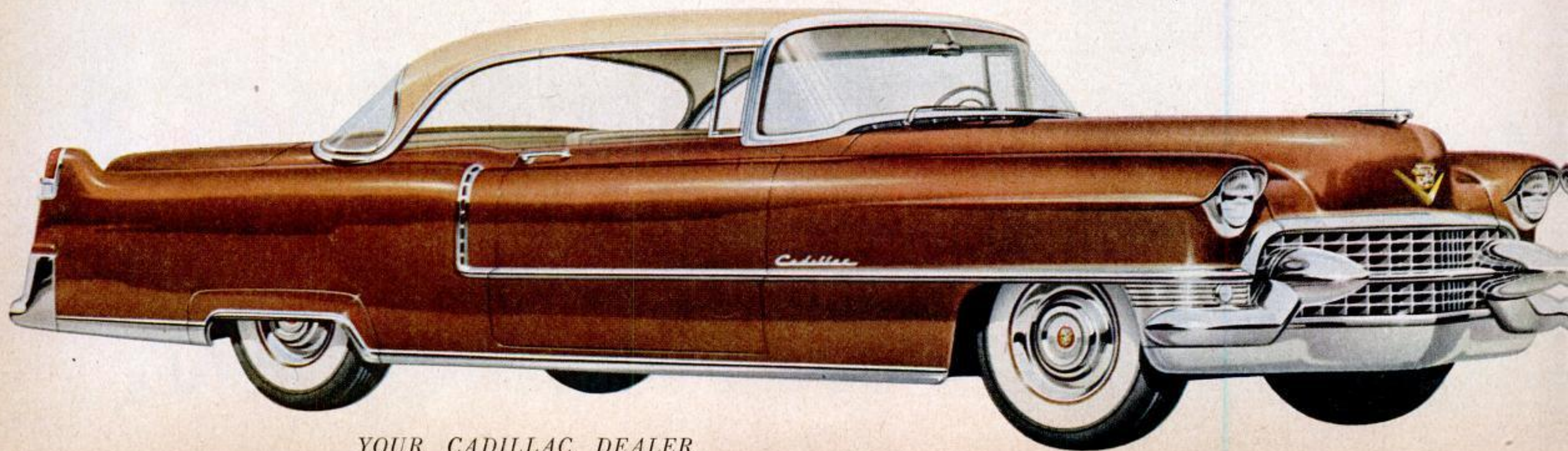
automotive science rides with them through every mile of every journey.

And how much a new Cadillac car adds to the family's daily happiness! As a source of family pride and pleasure . . . it is, truly, a thing apart in the world of personal possessions.

And it is even friendly to the family exchequer.

The car's original cost is surprisingly low—gasoline mileage is surprisingly high—and resale value is the best in the automotive industry.

If you think the time has come for *your* family to enjoy the countless benefits of a Cadillac, stop in and visit us today. We'll be happy to see you—and your family—at any time.



YOUR CADILLAC DEALER

Copyrighted material

Mediterranean Leisure Land



ON THE PEBBLY BEACH OF POSITANO, NEAR NAPLES, A FRENCH GIRL BROWNS IN THE SUN WHILE UPENDED SWIMMER KICKS HEELS IN TYRRHENIAN SEA!

ITALY'S BEACHES AND MOUNTAINS LURE SIX MILLION EUROPEANS—PLUS SOME DISCRIMINATING AMERICANS

The Italy most Americans know is a wondrous land of luxurious cities and six-course meals, summer-night opera in the baths of Caracalla and fat Venetian pigeons in the Piazza San Marco. But there is another Italy that millions of Europeans, and a few discriminating Americans, know and love. It is a lovely and unhurried land of inexpensive little hotels, majestic mountain views and sunlit beaches. This Italy is a vacation land of relaxation and fun.

This year an estimated 6,325,000 visitors, including some

250,000 Americans, are expected to invade Italy. Fleeing the cool summer climate of northern Europe, they swarm in by plane, train, motorcycle, bicycle and on foot. The Germans are in the Dolomites and the British in the lake country; the Swiss are on the Ligurian coast and the French along the Tyrrhenian Sea. In August millions of Italians will erupt from hot cities to dispute the possession of every hotel bed. But, amazingly, room will be found for everyone and everyone will find his own private, and dearly beloved bit of Italy.

Photographed for LIFE by JERRY COOKE

CONTINUED

81

Strange sights and plain fun along the seashore

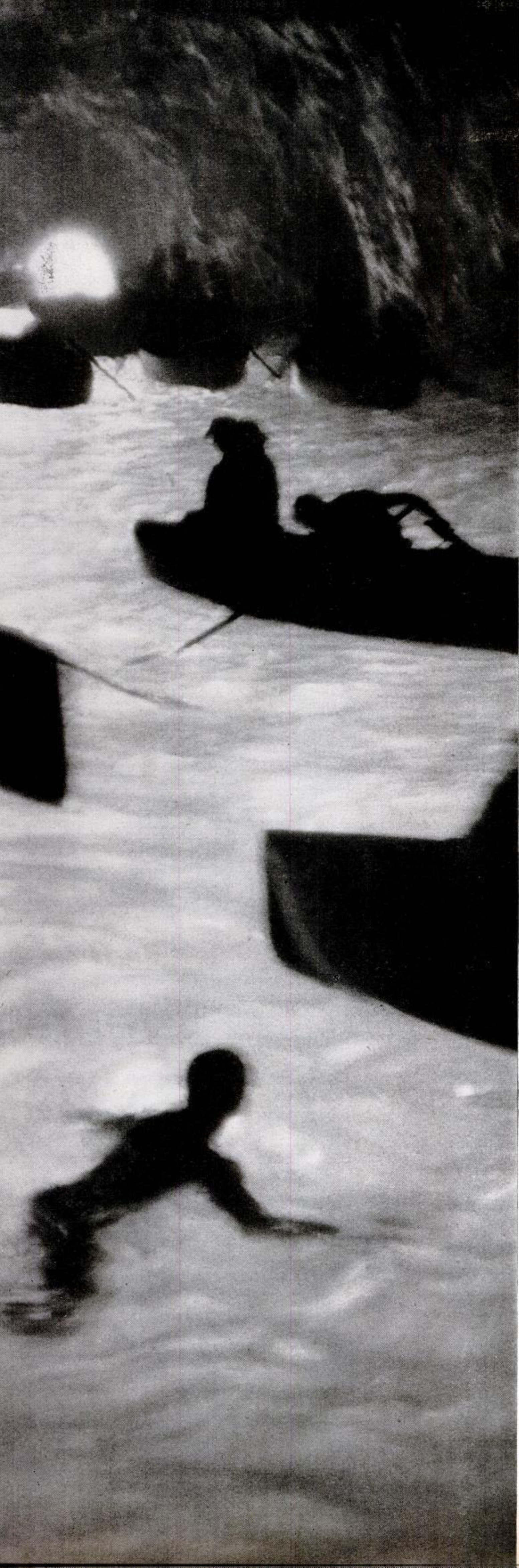


BOAT QUEUE lines up to enter the Blue Grotto of Capri, one at a time, through a hole in the rock so small that the passengers must lie nearly flat as they float slowly into the great marine cavern.



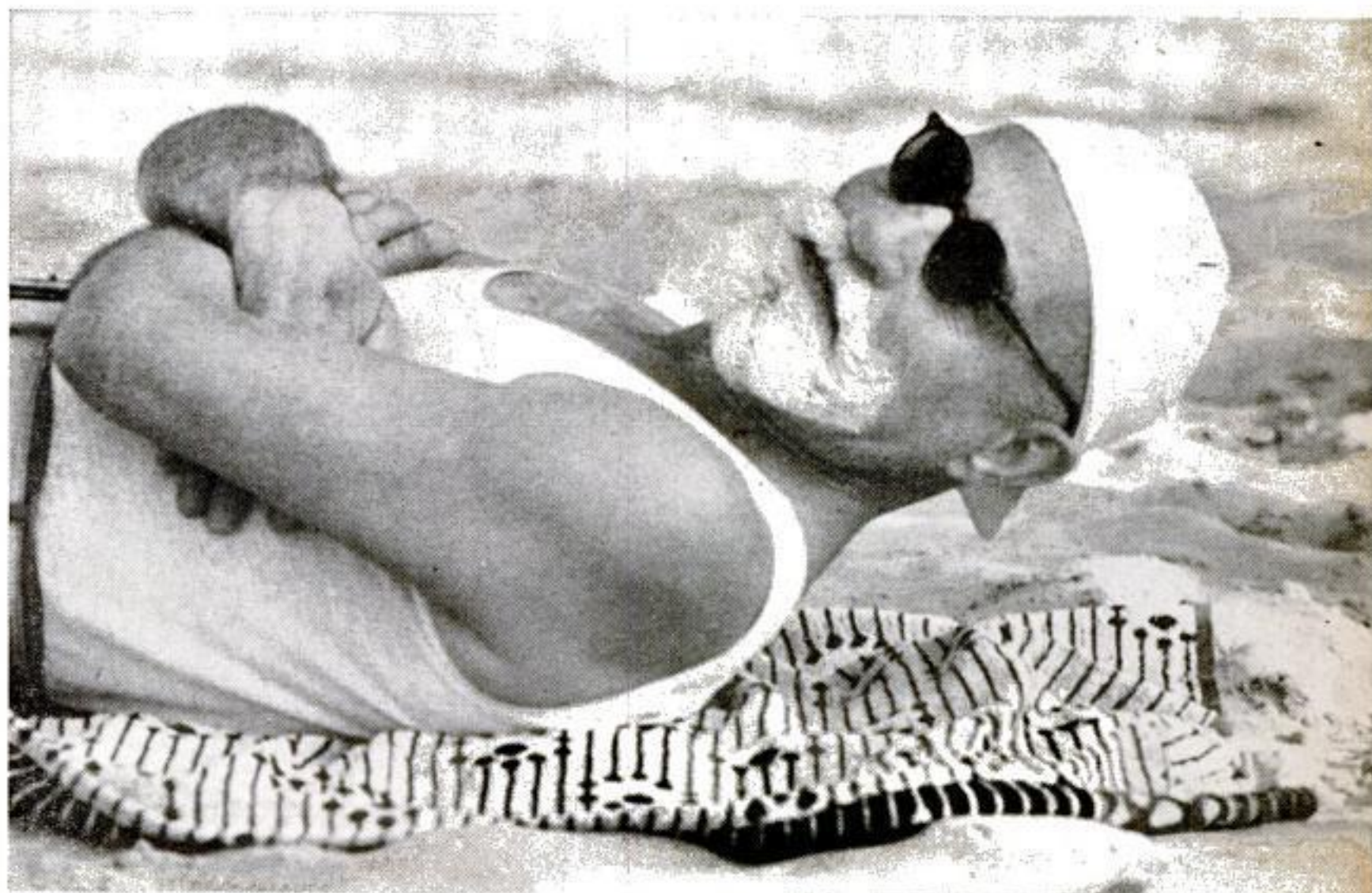
IN EERIE GROTTO, → created by the sea's erosion of the island, boats and a bather are silhouetted against cavern entrance by a filtering light which takes on a blue tint that gives grotto its name.

RELAXING in the sunshine by a San Remo hotel swimming pool in northwest Italy, an outsized Briton uses a large postcard to send conventional "wish you were here" message to family at home.

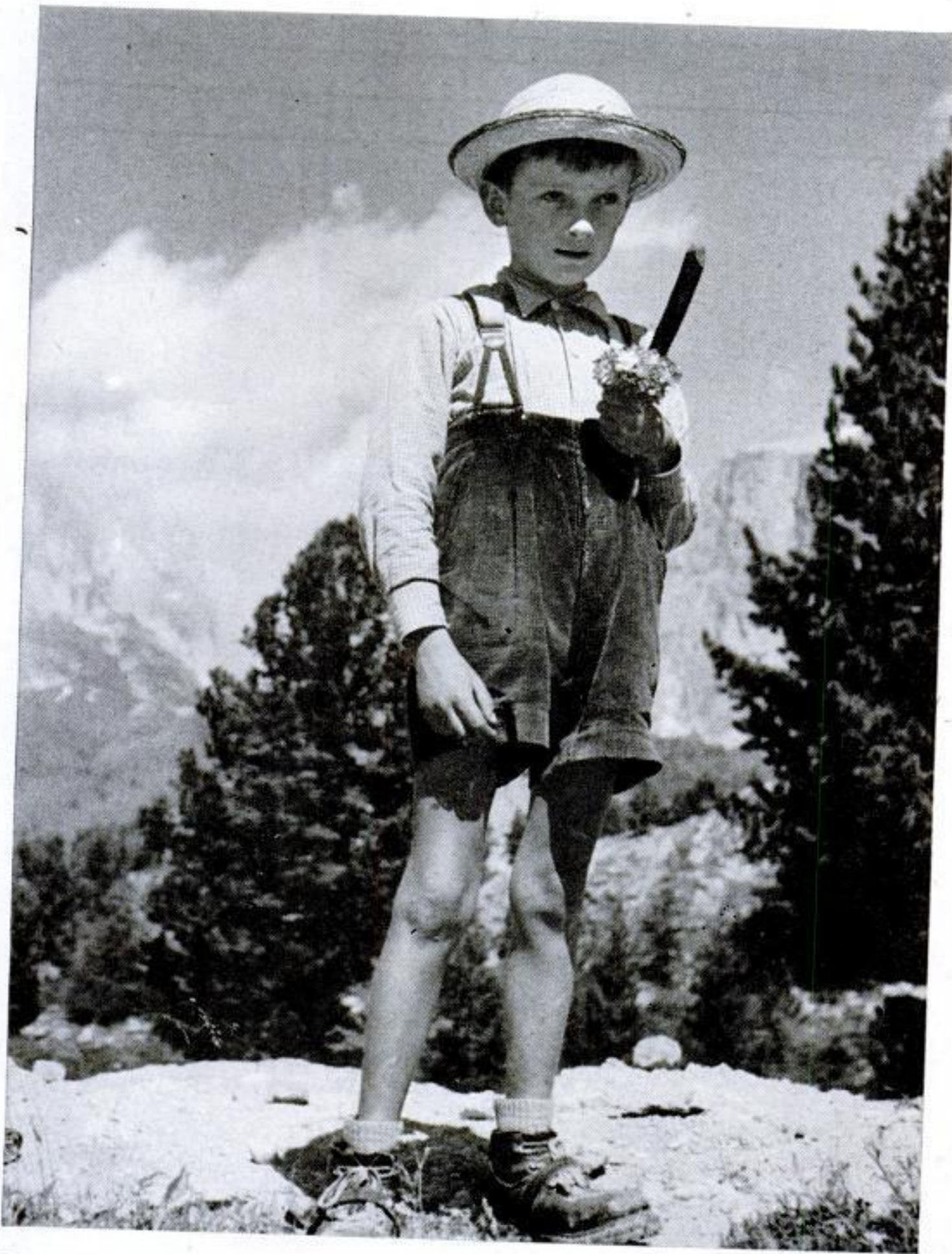


A **SWINGER** soars out over the Adriatic's waters at Rimini, enjoying the day's fading hours when all other bathers have gone inside to dress, leaving the darkling sea and its rippled shadows to him alone.

OLD DEVOTEE of Rimini beach, a Turin businessman lifts his head to say, "My father brought me to Rimini and now I'm bringing my grandchildren here. Wouldn't think of going anywhere else. . . ."



Splendid vistas—and edelweiss



MOUNTAIN BOY in the Dolomites offers edelweiss for sale at 100 lire a bunch for motorists, 50 lire for bicyclists and free to walkers with a hearty *buon viaggio* thrown in as "my mother told me to."

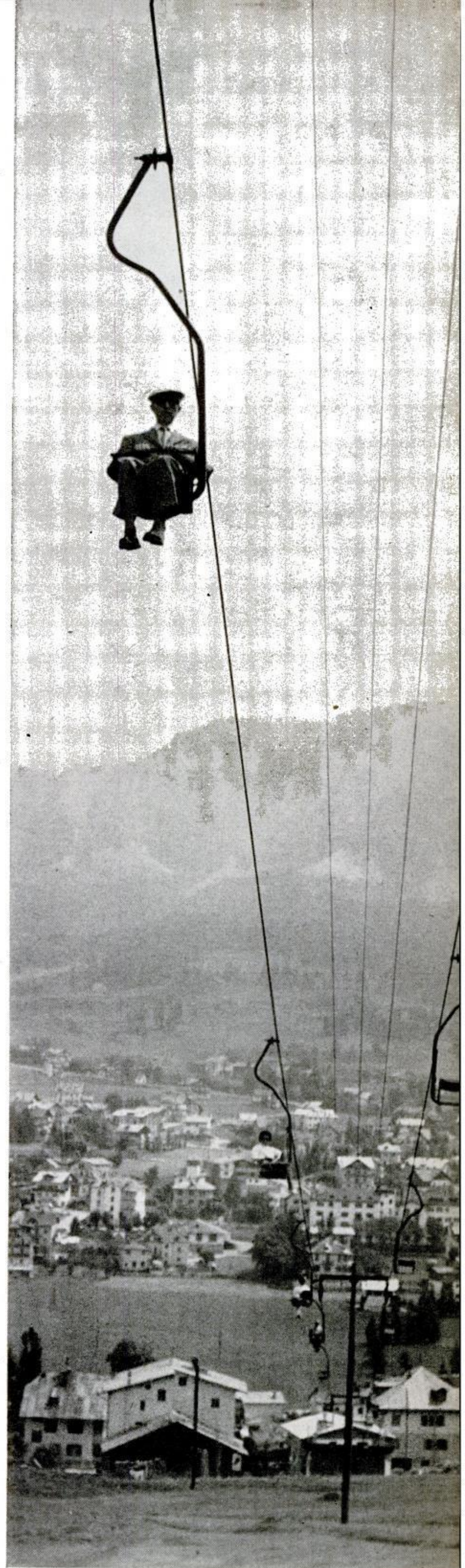
ALPINE PICNIC on the mountainside above the winter resort town of Cortina, spread out in the background, is prepared by a German couple who motorbiked to Italy from the Rhine River valley.





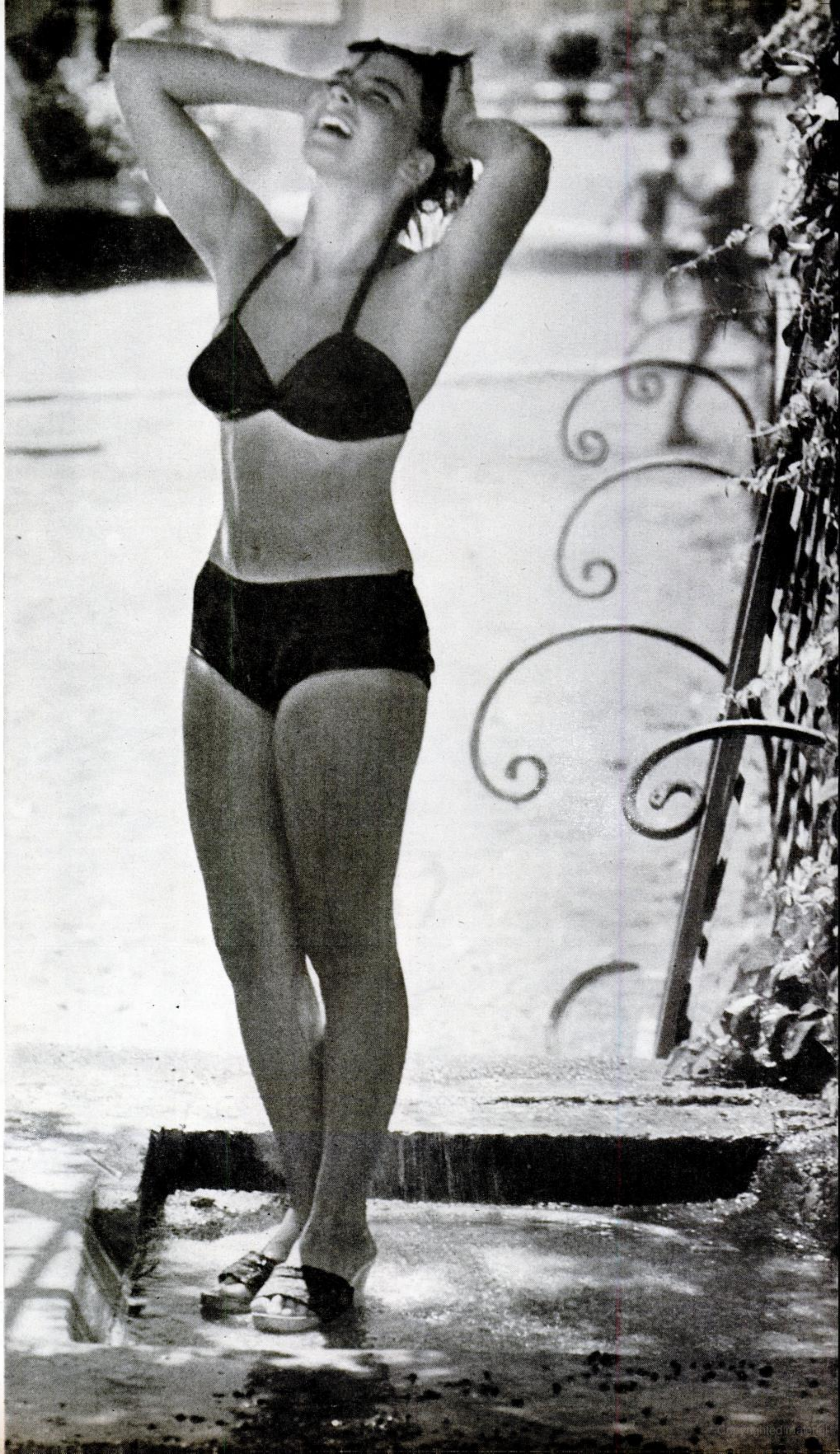
HIGH RIDE on a ski lift, put to summertime use, is taken by a relaxed visitor to view the heavily foliaged Dolomite slopes above the town of Cortina where the 1956 Olympic winter games will be held.

HIGH CLIMB, past a peaceful cluster of huts near the Cortina-Bolzano road, is undertaken (*left*) by elite *Alpini* mountain troops on maneuvers. The area was the scene of bitter World War I fighting.



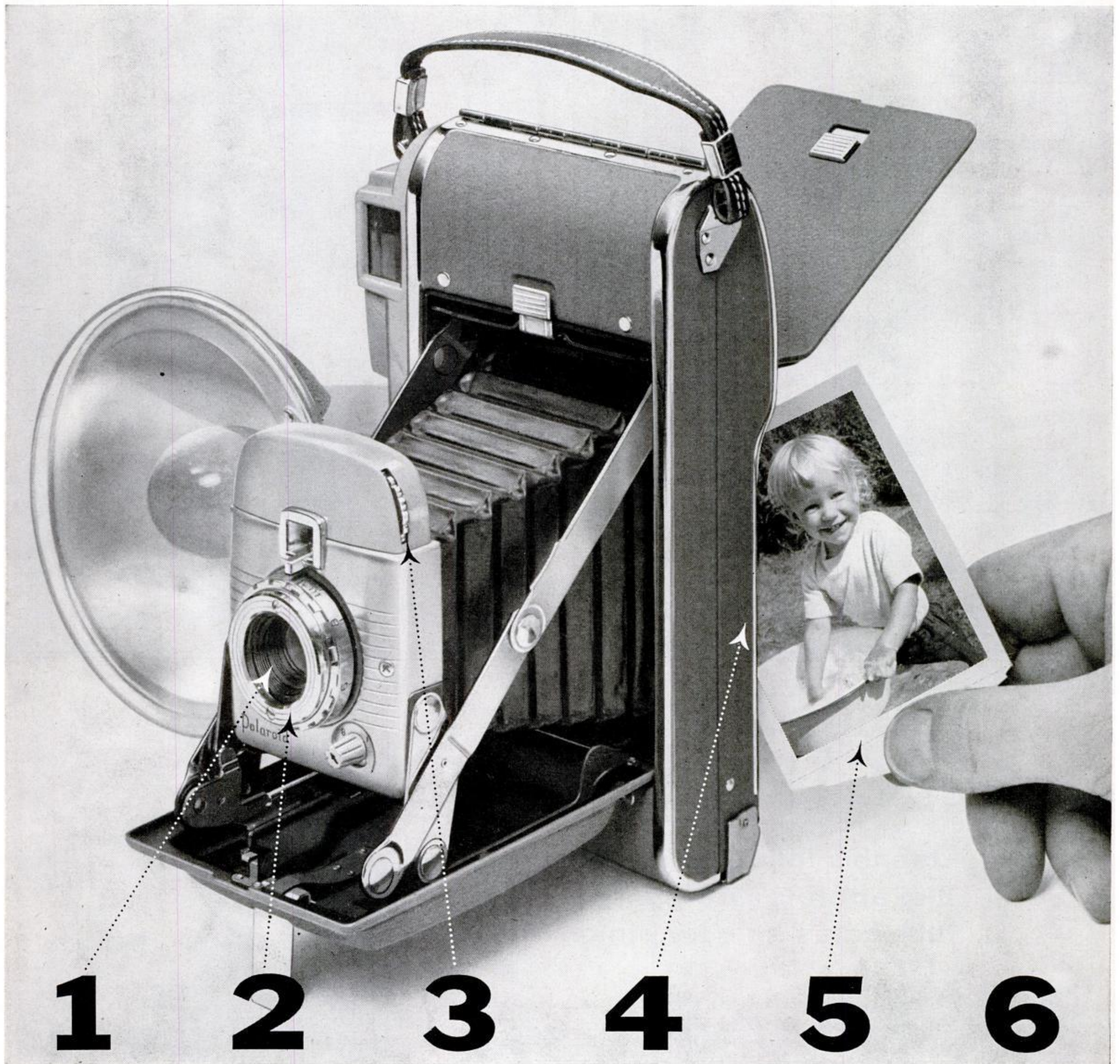
**LEISURE
LAND** CONTINUED

END OF A DAY on the Positano beach is a gloriously refreshing moment for a Neapolitan girl who washes away the salt water at an outdoor shower before going on to her postswim snack of pizza.



CAMERA SHOPPER'S GUIDE

to the 60-second **POLAROID®** Land CAMERA with great new film



1 Look at the lens you get in a Polaroid Land Camera. It focuses from $3\frac{1}{2}$ feet to infinity — and it's specially coated to stop lens flare and give sharper, crisper pictures. This precision lens plus the remarkable new film just introduced give you unbelievably good pictures.

2 Multi-speed shutter, with speeds to $1/100$ of a second, has been electronically tested to meet closer tolerances than any other shutter on any camera. Action shots, portraits, scenic views, this camera plus new Polaroid PolaPan Land Film will give you magnificent results.

3 See how simple it is to set. One dial selects the right lens and shutter speed for any light, from the grayest day to the sunniest. (The new Polaroid PolaPan Film is so sensitive, you can get excellent pictures on dull, rainy days ... and even take many indoor shots without flash.)

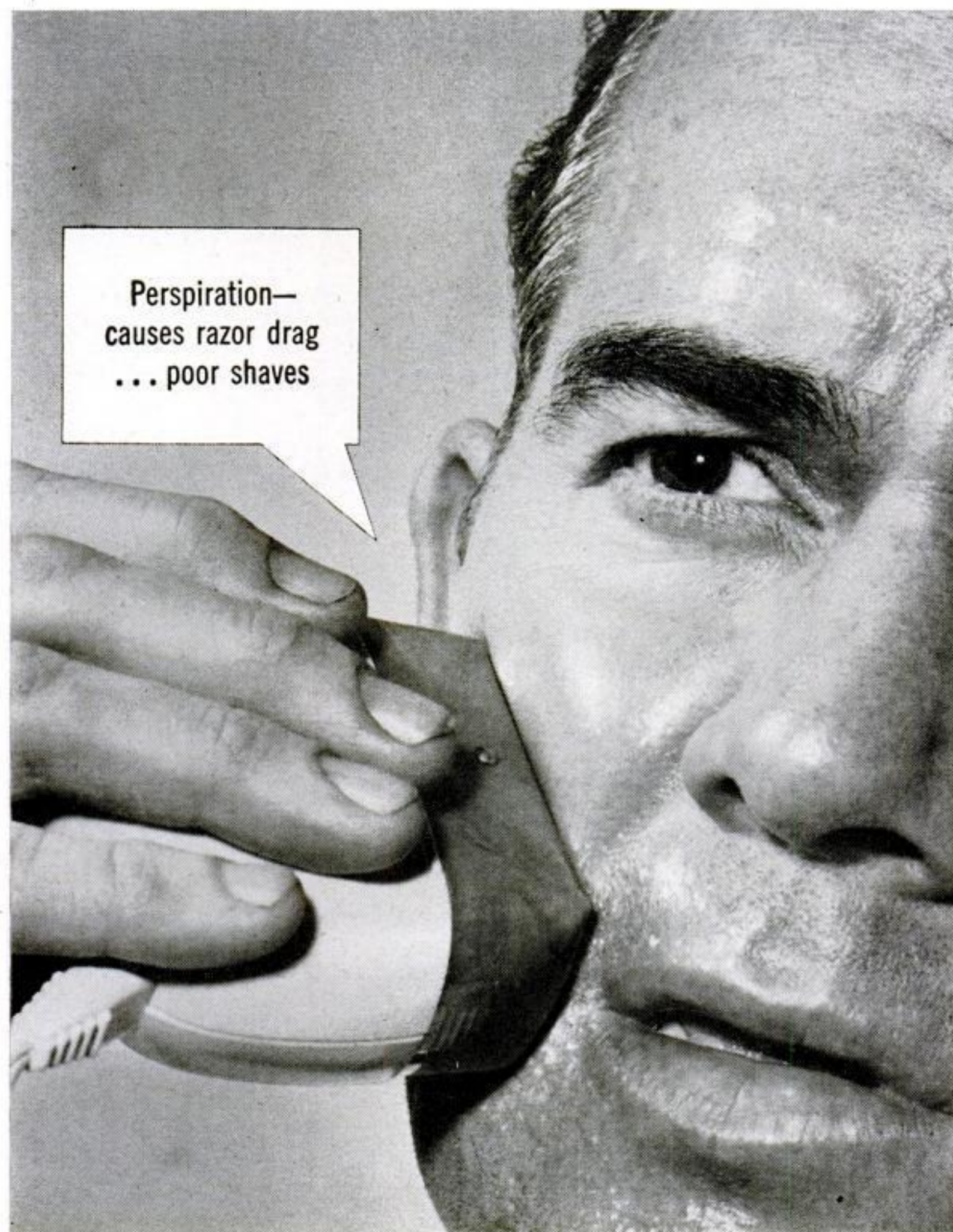
4 You get a finished print in 60 seconds, right out of the camera—a beautiful picture that lasts just like any fine print. Until you try it for yourself, you just can't know the kick you get from handing someone his picture on the spot. Copies and enlargements are easy to get, too.

5 New film gives you unusually sharp, clear details in brilliant sunlight and deep shadow, even within the same print. And because it's *panchromatic*, skin tones come out softer, more flattering. There's no finer film for taking really beautiful pictures of women and children.

6 Ask any dealer to let you try this new low-priced model. (It's yours for \$1.19 a week.) Take a shot with the new film. When you pull out that picture 60 seconds later, you'll know your summer just won't be complete without a Polaroid Land Camera. Go see for yourself.

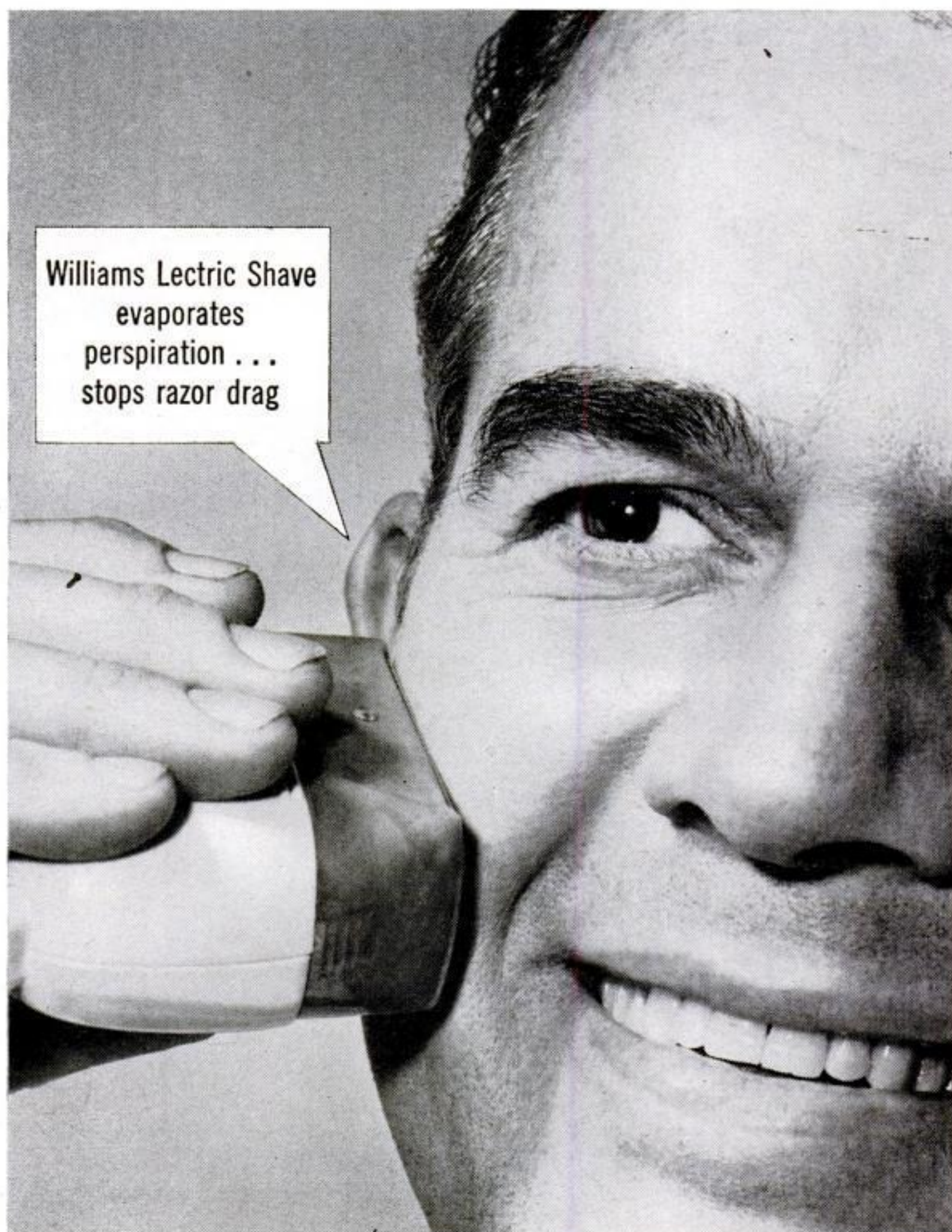
AVAILABLE IN CANADA • POLAROID CORPORATION, CAMBRIDGE, MASS.

HAVE YOU THIS HOT-WEATHER PROBLEM?



Perspiration—
causes razor drag
... poor shaves

Without Williams Lectric Shave



Williams Lectric Shave
evaporates
perspiration ...
stops razor drag

With Williams Lectric Shave

ELECTRIC SHAVERS!

**Use this lotion before you shave—
It evaporates perspiration ... sets up beard ...
lubricates skin for close, smooth shaves!**

Any time—even in hot weather—you will get quick, comfortable electrical shaving when you use this new *before-shave* beard conditioner.

No matter what make of razor you use—no matter how old or how new the razor—no matter how much you like it already—you'll find Williams Lectric Shave gives you a closer, more comfortable shave than you ever thought possible. Cooling, soothing Lectric Shave

goes on like a lotion—*then* you shave.

1. It *instantly* evaporates perspiration ... does away with irritating perspiration drag.
2. It sets up your beard for closer and cleaner shaves.
3. It lubricates your skin for faster and far more comfortable shaving.

And Williams Lectric Shave is even good for your razor, too. It lubricates the cutting head for faster, easier action. *Helps break a new shaver in faster,* keeps it working at its best!

FREE TRIAL OFFER! We want you to give this amazing beard conditioner a thorough trial because we're sure Williams Lectric Shave will keep you happy with your electric shaver for years to come.

That's why we'll send you a generous free sample—*enough for a full month of shaving.* Send your name and address to The J. B. Williams Co., Dept. L-14, Glastonbury, Conn.; in Canada, to The J. B. Williams Co., La Salle, Montreal.



WILLIAMS Lectric Shave

LAKESIDE FAITH

Summer-only church begins 50th season

The bell rang out the call to worship, echoing far across the waters of Fourth Lake in the Adirondacks of upstate New York. St. Peter's-by-the-Lake, one of the many rural U.S. churches which operate only during the summer, was opening up for its 50th season of distinctively informal worship. No one was enjoying it more than the worshipers who made attendance at the Episcopal service part of their vacations, crossing the lake in boats and docking at the church's own pier.

Built in 1905 just to serve vacationists, St. Peter's stays open only 10 Sundays each summer. In its white frame building, worshipers dress as they please and volunteer anew at each service for the pickup choir. And during the half century, St. Peter's rectors have conducted six marriages, one funeral and nine baptisms—including one down on the dock.



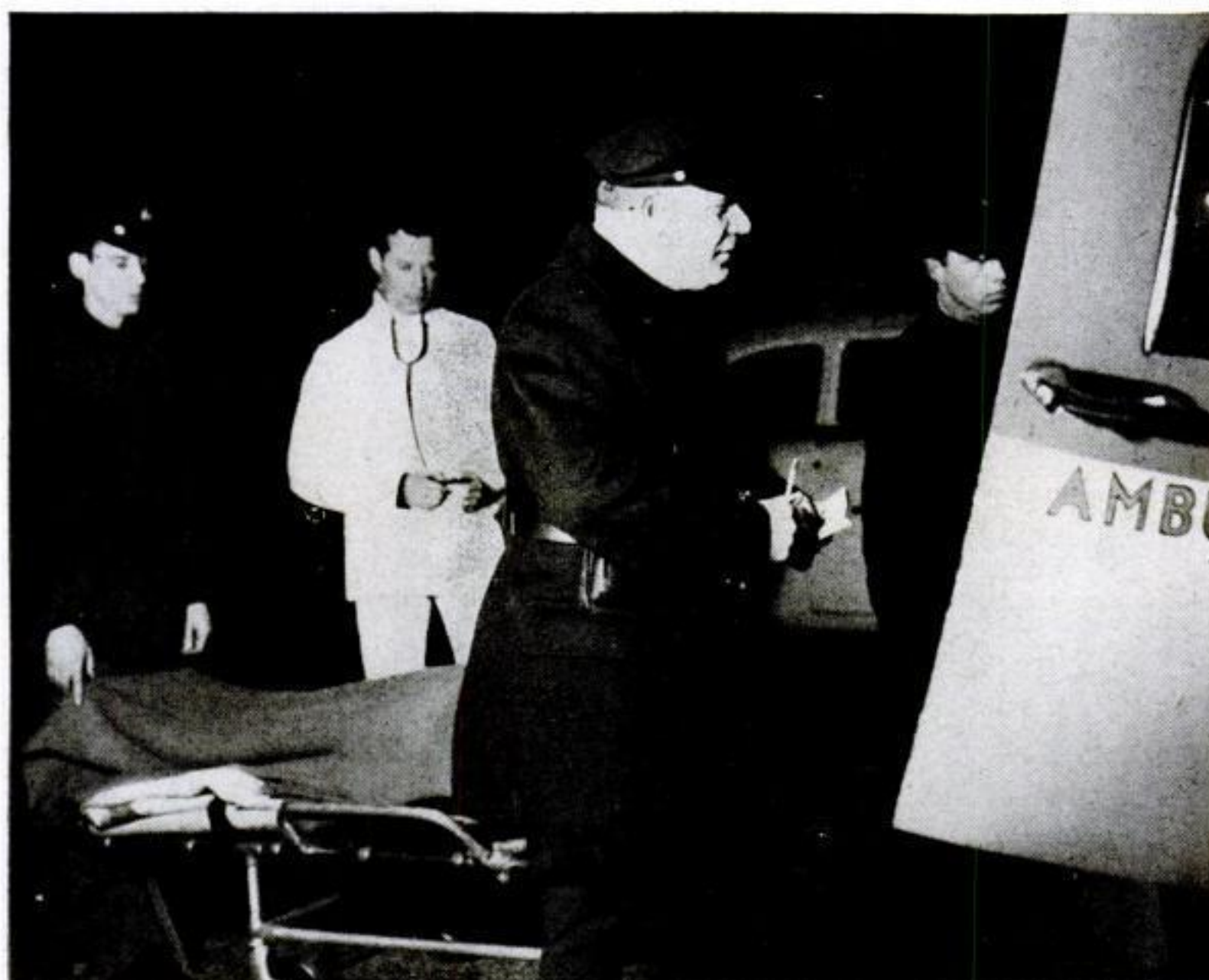
CHURCH BUILDINGS are set in dense woods of St. Peter's Hill, facing the lake. Next to the chapel (*left*) is the rectory, and below that is the boat dock.



BOATLOAD OF CHURCHGOERS is met by the Reverend Daniel T. Hill, here helping Mrs. Howard Austin onto the dock. Mrs. Leo Murtaugh, the church

organist, holds flowers to decorate the altar. Behind Mrs. Murtaugh are her husband (*rear*) and Andrew Grindland, 79, who helped build the church 50 years ago.

All automobile insurance is the same...



until you have to use it!

Until you're involved in an accident, it makes no difference what kind of automobile insurance you carry. But when your car is damaged—when anyone is hurt—some big differences make themselves known.

For instance, if you were in an accident away from home—and owned a Travelers policy—you could count on getting *on-the-scene* help from the local Travelers man.

And you know how important the settlement of claims can be. With many policies you may have to battle through lengthy correspondence with an impersonal home office. Not so with The Travelers. The local Travelers agent is the man who looks out for you. He'll see to it that your claim is promptly dealt with.

As long as you buy insurance to protect yourself from minor and major accidents that *can* happen—it makes sense to buy the best automobile insurance. Then if you have to use it—it will serve you well.

YOU WILL BE WELL SERVED BY

THE TRAVELERS

INSURANCE COMPANIES, HARTFORD 15, CONNECTICUT

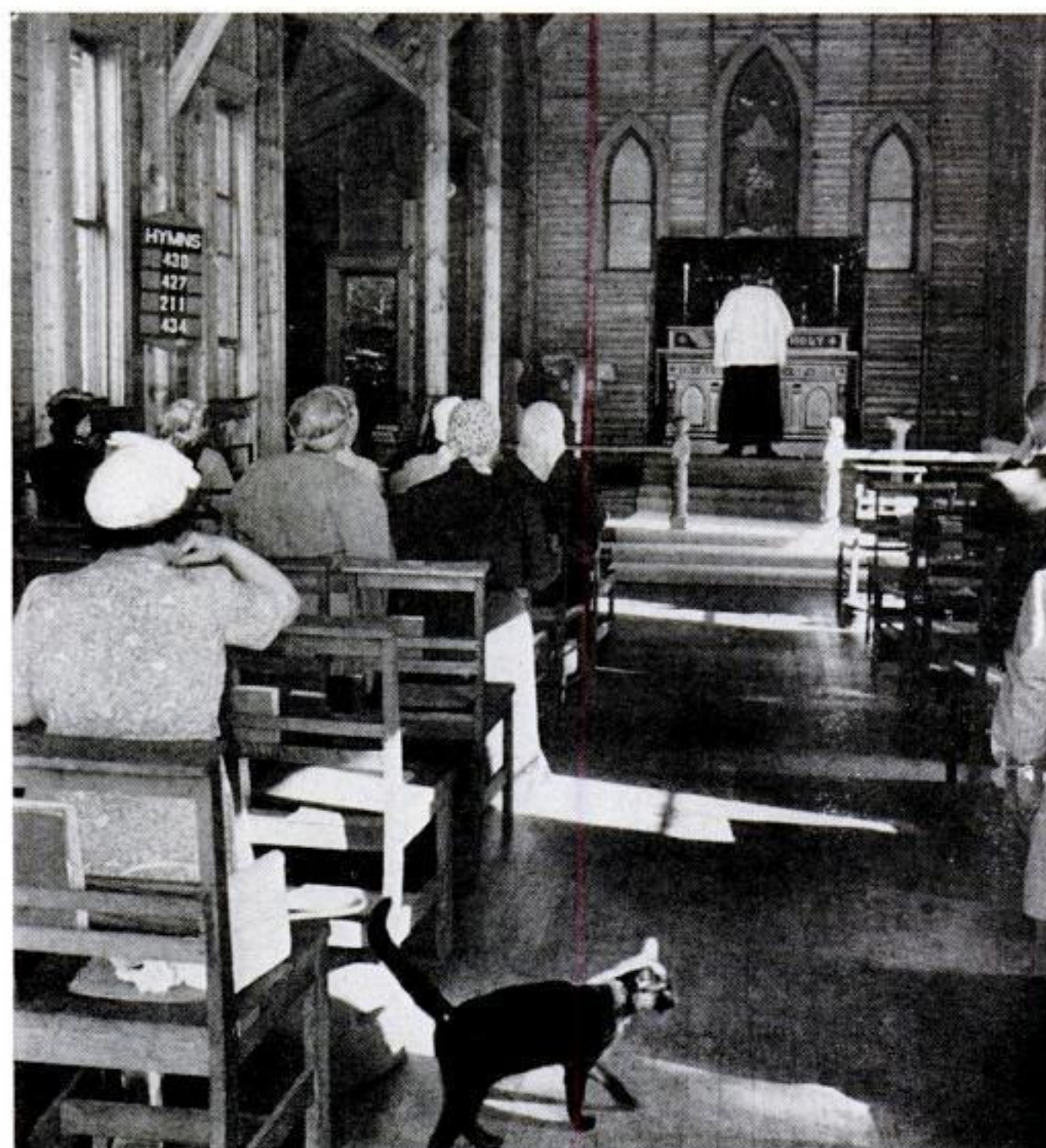
All forms of personal and business insurance
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LAKESIDE FAITH CONTINUED



EARLY ARRIVALS for the 11 a.m. service chat with minister in front of church as other worshipers, on lake below, arrive in canoes. Service drew 86.



COMMUNION SERVICE, held at 8 a.m., was attended by 17 worshipers as well as the Hill family's pet (foreground), a black cat called Joe Friday.



INFORMAL CHURCHGOERS, here receiving communion bread from Mr. Hill at the altar, include high school girls (left) wearing slacks and shorts.

CONTINUED

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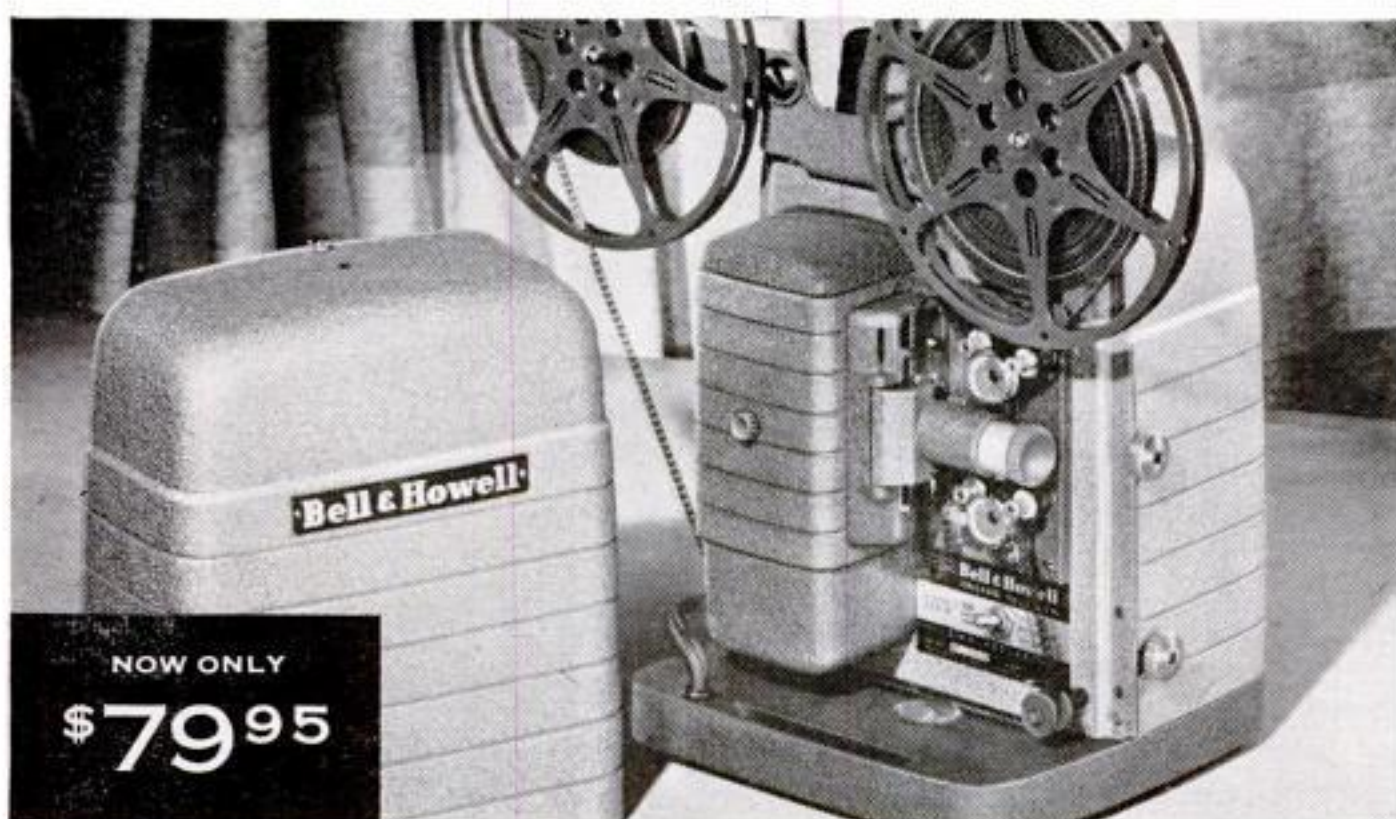
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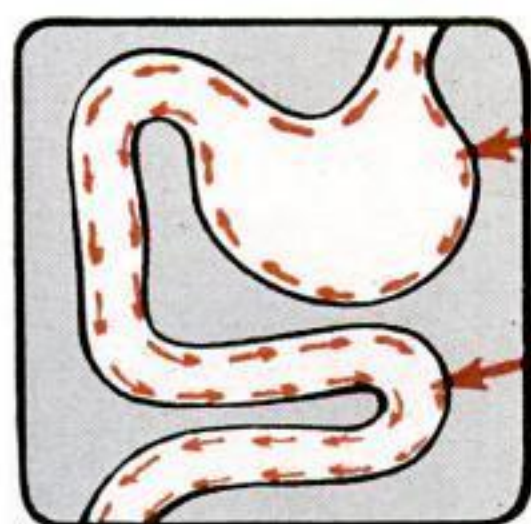
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AT CHURCH DOOR Mr. Hill says goodbye to worshipers leaving 11 a.m. service. This was a Low Church service which drew both Catholics and Jews.



ON CHURCH DOCK the rector waves to departing boatload. With no more church work until the following Sunday, he has the week to himself.

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*Pronounced Mō-Lay

THE PEACE WE FOUGHT FOR IS IN SIGHT—

A Presidential intimate explains how we have stopped the Communists' drive to dominate the world

by PAUL G. HOFFMAN

In 1951 Paul G. Hoffman published a book called *Peace Can Be Won*, drawn from his experience as administrator of the Marshall Plan. Now he finds that what he said then was possible is coming true. Hoffman left the presidency of Studebaker Corporation in 1948 to run ECA for nearly three years, during which he directed the spending of \$10 billion to revive Europe's economy. He calls this "the best bargain America ever bought." Subsequently he returned to private life, first as president of the Ford Foundation and now as chairman of the Studebaker-Packard Corporation, but he remains a close adviser to the President.

EVERYONE is aware that the struggle between the free world and the Communist countries is entering a new phase, one which is already witnessing a relaxation of tensions and which may produce some more at next week's Meeting at the Summit in Geneva. We should not expect too much from all this, as the President and others have warned, since the basic realities of the struggle endure. But it is highly important that the American people understand why this relaxation is taking place. The reason for it is the biggest news of our time: the fact that after a decade of costly struggle *we are finally winning the peace.*

We are winning it because the free world has been blessed with leaders who were wise enough to see that to win the peace we had to wage it with as much boldness, daring and imagination as we would apply to waging war. We are winning the peace because these leaders worked together, with vision transcending purely national interests, and saw to it that nothing was allowed to keep the free nations from waging the peace with a common strategy.

How successful this strategy has been is not yet appreciated by the American people. A recent Gallup poll showed that 73% of all Americans believe that war is inevitable. I found this shocking and depressing because if such a war is inevitable the world is likely to destroy itself. Even if war is not inevitable, such pessimism makes it much more likely.

But this attitude is most depressing to me because I think it is wrong. Having encountered so many rough bumps in the decade of cold war just ended, we have forgotten that along the way the free world has won many significant victories, many of them through the United Nations, in its battle for peace. To refresh your memory, I have listed the outstanding milestones (*see box, opposite page*).

Recently we have passed even more significant milestones in very rapid succession. We have finally succeeded in breaking down all the barriers to rearming Western Germany. That victory quickly brought profound changes in Russian policy: a sudden willingness to grant a treaty to Austria, a decision to end the war of terror against Tito and his independent brand of Communism, an offer of recognition to West Germany, an announced willingness to talk seriously about disarmament and an effective system of international atomic control.

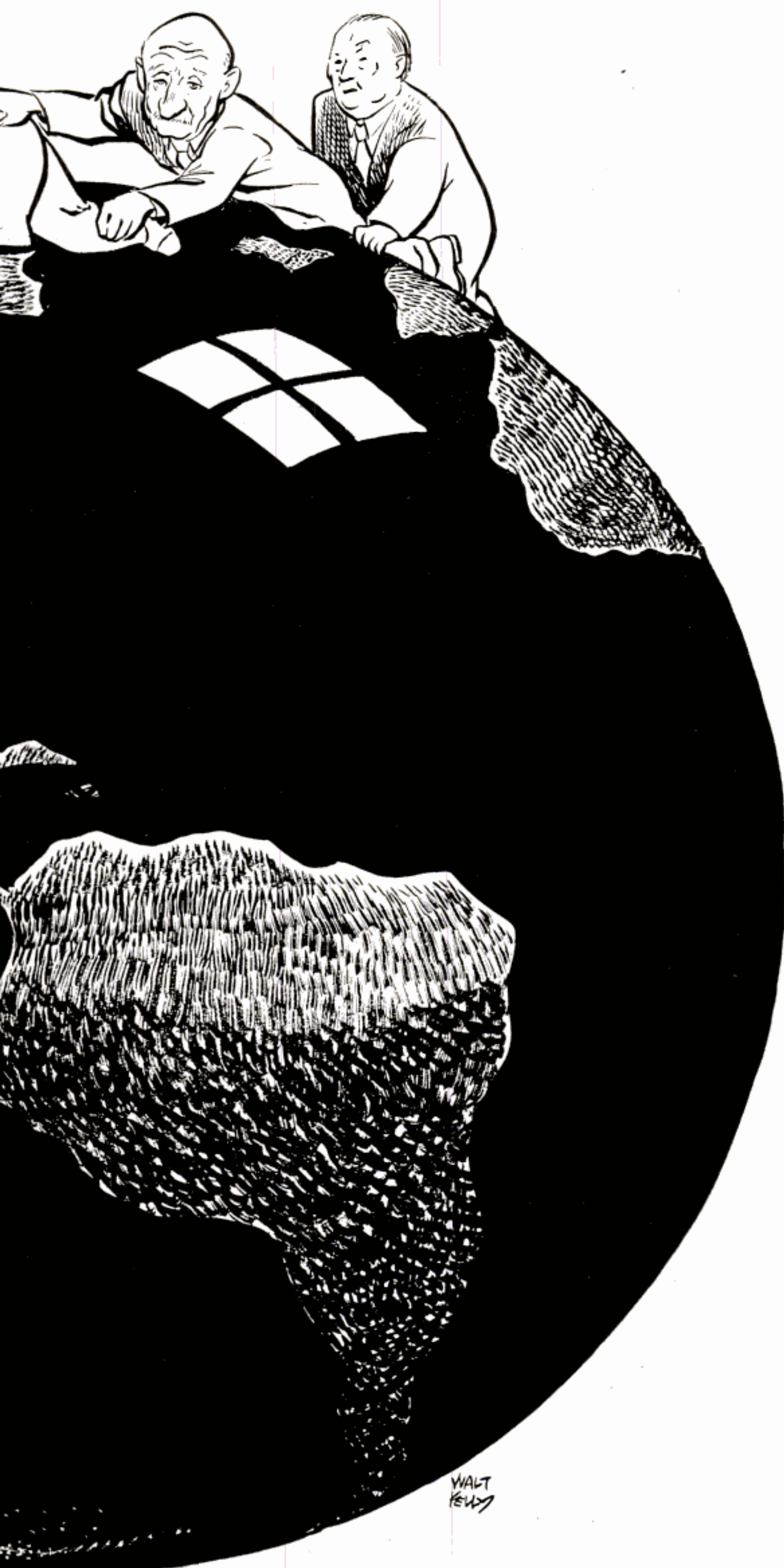
Top cards at the Summit

BECAUSE of these victories, the Meeting at the Summit finds the free world holding the top cards. And the greatest single card it will have is the fact that President Eisenhower will be the free world's chief spokesman. No other man could take to that meeting the confidence and hopes of so many millions. His special status is based on the happy coincidence that in the eyes of all Europeans he is something more than the President: he is the liberator of Europe. As such, he draws equal respect from the Russians, who remember that it was he who stood atop Lenin's tomb with Marshal Stalin to celebrate the conquest of Nazidom by the Grand Alliance. This is bound to make him the dominant figure of the Geneva conference. And because of it Eisenhower can do more than any other man in the world to establish peace.



AND WE CAN WIN IT

and outlines a policy to achieve our final goal



ARCHITECTS OF UNITY, as seen by Cartoonist Walt Kelly, form a chain with Eisenhower as he snips fuse of a bomb that might explode the world. They include ex-President Truman, who fought aggression in Greece and Korea, George Marshall, for his economic European aid plan, and three Europeans: Britain's Sir Winston Churchill, France's Robert Schuman, Germany's Konrad Adenauer.

MILESTONES ON THE ROAD TO PEACE

- ▶ Forcing Soviet army to evacuate Iran: May 1946
- ▶ Economic recovery of Europe through U.S. aid: April 1948 to date
- ▶ Survival of Yugoslavia outside the Soviet orbit with Western aid: June 1948 to date
- ▶ Breaking Soviet blockade of Berlin by airlift: June 1948–August 1949
- ▶ Armistice in the Jewish-Arab war: February 1949
- ▶ Creation of NATO: April 1949
- ▶ Defeat of the Communists in Greece: October 1949
- ▶ Settlement of Dutch-Indonesian war: November 1949
- ▶ Halting aggression in Korea: June 1950–July 1953
- ▶ Settlement of Kashmir war between India and Pakistan: August 1953
- ▶ Cease-fire in Indochina: July 1954
- ▶ Settlement of Trieste dispute: October 1954
- ▶ Agreement on rearmament of West Germany: May 1955

I came to that conclusion quite a long while ago. I was very pleased the first time I ever met General Eisenhower, at a time when he was still president of Columbia University, to hear him declare with great earnestness that the most important single business before the world was winning the peace. At that time a number of shortsighted people were urging a preventive war—"drop the bomb"—as if war could ever be prevented by starting one.

The next time I saw General Eisenhower he was running NATO in Paris. In June of 1951, while he was still torn in his own mind as to whether he should yield to the insistent pleas that he run for President, I called on him to do what I could to persuade him. I knew that his greatest personal desire, after so many years of strenuous duties, was to get a few years of ease and rest. I also knew that none of the ordinary arguments, having to do with the power or glory of the office, could move him. No soldier had ever been covered with greater glory or given higher honors by all the nations of the world; almost anything else that might happen to him would seem in a way an anticlimax.

The greatest obstacle was his very real humility. He honestly thought that many other men were better qualified for the presidency and told me so. That gave me an opening.

An experience no one else has

GENERAL," I told him, "there is just one fact you have to face before you decide this thing. You can take this world further along the road to peace than any living man and here's why. The reasons you can do it are not necessarily because you are smart or anything else. It's simply because you have behind you an experience that no one else has." I went on to describe this unique experience: the victorious commander who had been idolized in all the world capitals, whose name was a byword all over the world and who commanded the respect of the Russian leaders—and was in addition the one man above all others they would undoubtedly least like to tangle with.

"After all that," I said, "if you can name anybody else who can contribute as much as you can to winning the peace, I'll take my traveling bags and go somewhere else."

He did not say anything but that was the first time I felt that I had made an impression on him.

I have never had any reason to think I was wrong in my arguments that day. On several occasions, in my opinion, it was Eisenhower alone who saved this country from war. One of the most dangerous periods was the time of the French collapse at Dienbienphu, when some of our military leaders were urging military intervention in Indochina, including the use of atomic weapons. It was the sober judgment of President Eisenhower and his inexhaustible patience that ruled out any such rash move. He maintained his position until a cease-fire was finally brought about.

In the same manner he firmly blocked an attempt by Senator Knowland and other influential men to launch a blockade against Red China. Such a move would undoubtedly have been popular because of national resentment at Red China's imprisonment of our fliers. But the President pointed out that there had never been a blockade in history

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WITH EISENHOWER on plane after he made formal opening speech in 1952 Presidential campaign, Hoffman has a serious conversation during breakfast.

WINNING THE PEACE CONTINUED

that did not lead to hostilities and he sternly rejected the proposal.

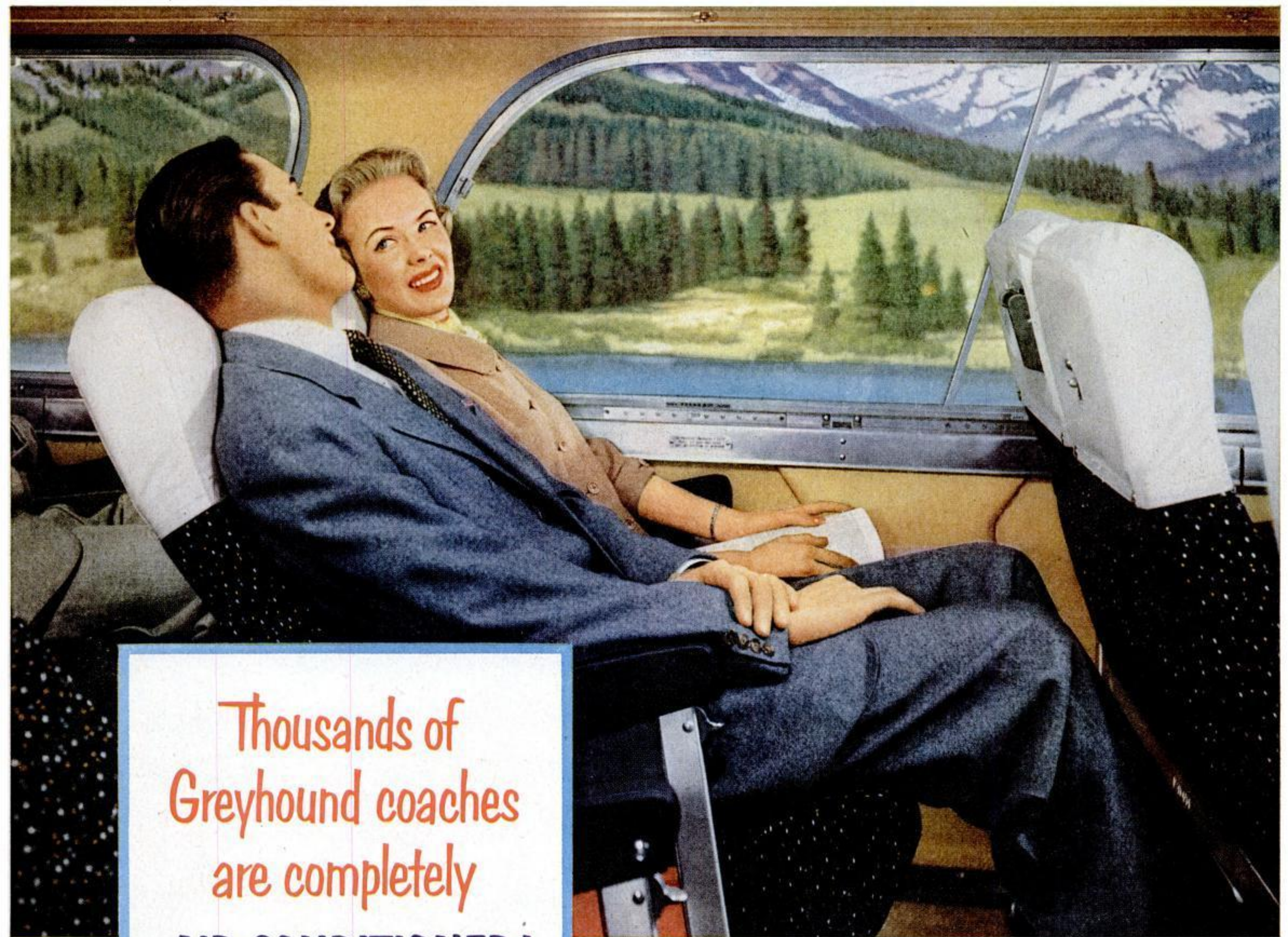
Only last April the worst "war scare" of the decade suddenly spread alarm all over the nation. Responsible military leaders warned that a Red Chinese invasion of Formosa and the offshore islands was imminent and argued that we should start bombing the Chinese mainland. Again it was Eisenhower who put a stop to these hysterics. On the one hand, he sent emissaries to restrain Chiang Kai-shek from doing anything provocative. On the other, he gave the Red Chinese unmistakable evidence that force would be met with force and the present *de facto* cease-fire was established in the Formosa Strait.

I do not mean to suggest that by actions of this sort Eisenhower has licked the problem. But his actions have purchased time during which tempers can cool and tensions be broken down. Eisenhower knows from his military experience how time can be a strategic factor of tremendous importance. His military background also enables him to do things which a President with a civilian background might not be able to accomplish. He can safely conciliate when someone else might be accused of "softness" to Communism. He can ignore provocations when a civilian might be accused of seeking "peace at any price." When public passion is inflamed by an incident such as that of the fliers, and demagogues try to make political capital of it, Eisenhower can talk softly where pressure might unnerve a civilian into risky action.

Eisenhower the soldier can work for peace more effectively than anyone else because his background renders him immune to attacks upon his courage or judgment in crises. Having been first in war, he can be first in peace without apology. And this is vital in a period when recurring crises could easily create a war psychology, as the sinking of the *Maine* forced a war with Spain.

CONTINUED

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AS ECA ADMINISTRATOR Hoffman visited France in 1948 with Averell Harriman (right), then ECA ambassador, to study problems of farmers.

WINNING THE PEACE CONTINUED

The present relaxation of tension did not come about because one bright morning the Soviet leaders suddenly woke up feeling kindlier toward the world. It came about because they finally realized that their strategy of waiting for the free world to collapse was not working out. It was failing because the free world was effectively waging the peace in the only way it could possibly be won, simultaneously, on four fronts: the military, the economic, the political and the psychological.

On the military front it was necessary to maintain adequate strength to prevent any encouragement to aggression. This we have done and are doing. NATO is its most effective expression and German rearmament its most powerful new force.

On the economic front it was necessary to keep the free world prosperous and healthy. In this we have made great strides.

On the political front we have kept common cause with our allies and are making encouraging progress in our relations with such groups as the Colombo powers in Asia (India, Pakistan, Burma, Indonesia, Ceylon, the three Associated States of Indochina, Malaya and Nepal).

On the psychological front we have maintained information programs to see that our cause and our accomplishments are not misrepresented or overlooked. One result, as the African-Asian conference at Bandung proved, is that we have far more friends among the nonwhite peoples than many had dared hope.

The cost of waging peace

THE cost of this four-front waging of the peace in the last 10 years has been enormous: \$365 billion for the U.S., or nearly \$100 billion more than our total national debt. Most of that—\$300 billion—has gone for defense, \$50 billion has gone for economic aid, \$13 billion for political efforts and \$2 billion for information. But winning the peace justifies any cost.

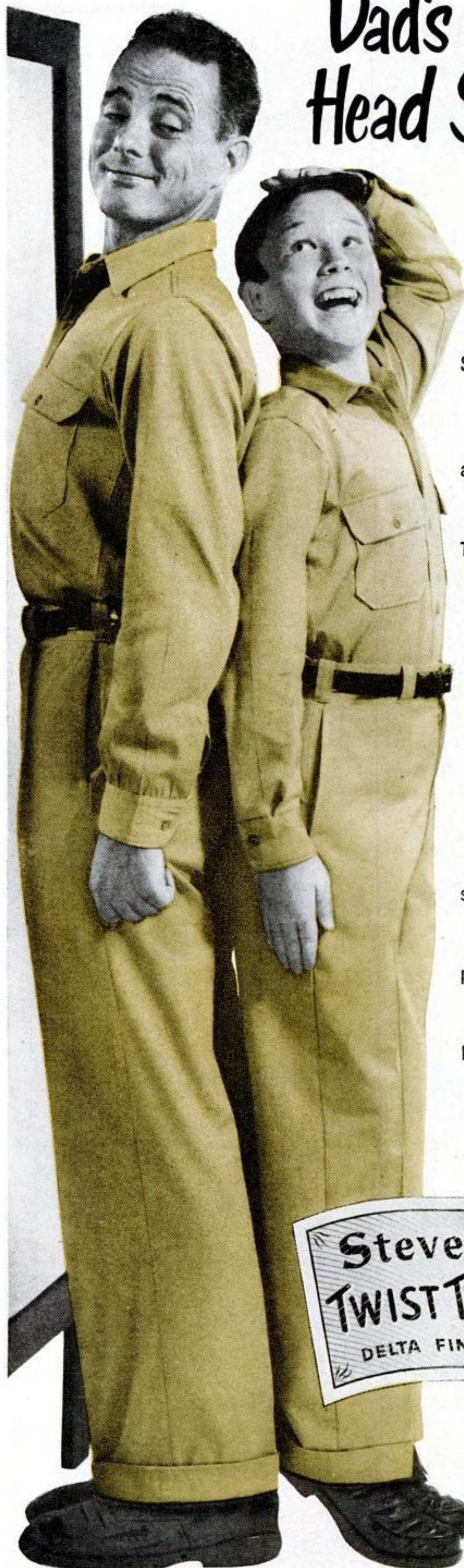
So far our biggest victory has been to avert the economic chaos and collapse on which the Soviets placed their chief reliance. It is not an exaggeration to say that America's willingness to spend the money to prevent this collapse literally saved the world.

It is easy to forget how desperate, hopeless and defeatist that world seemed when Europe first started picking itself out of the ashes. I remember because I was in Europe in 1946 as president of Studebaker, surveying the prospects for the automobile business. What I saw made me think the prospects were not very good for the auto business or anything else. Everywhere too many people seemed to have a fatalistic resignation to inevitable collapse, followed by the triumph of Communism, flourishing, as usual, on disaster.

When one visits Europe today it scarcely seems like the same place. It has miraculously risen from near prostration to the greatest prosperity in its history. Great Britain not only has a balanced budget but has built up her gold and dollar reserves through a

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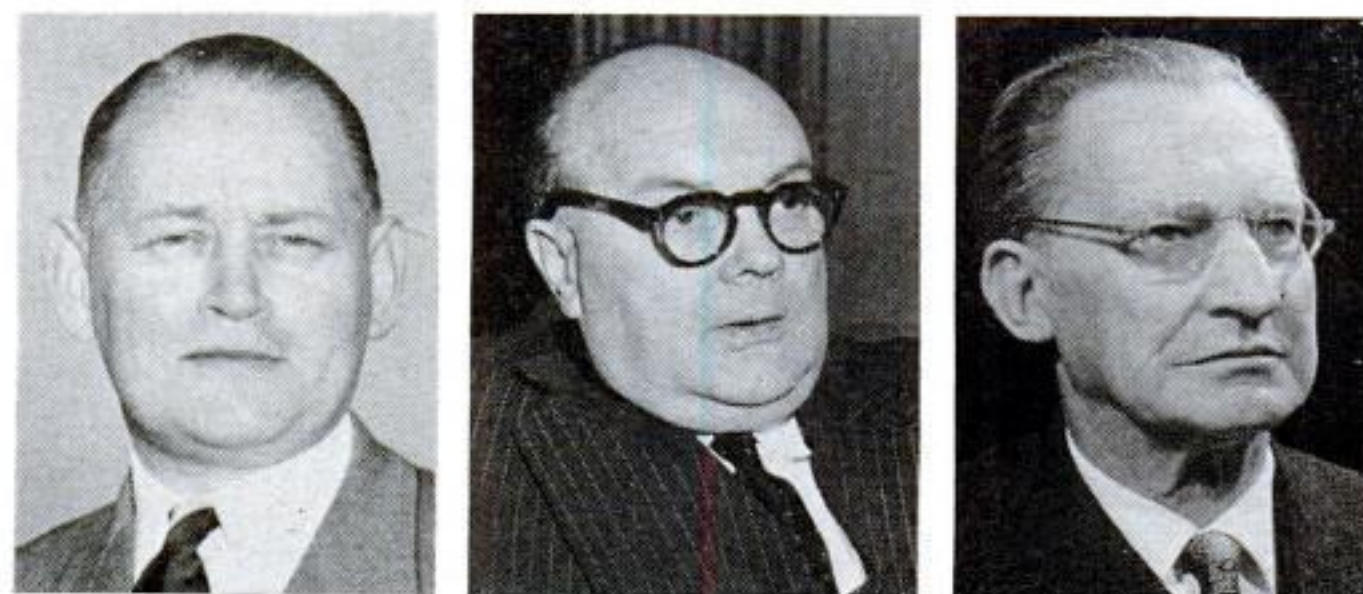
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PEACE BUILDERS whom Hoffman credits with playing major roles in the revival of Western Europe are Dutch Foreign Minister Dirk Stikker (left), Belgium's Paul-Henri Spaak (center) and the late Alcide de Gasperi of Italy.

WINNING THE PEACE CONTINUED

phenomenally successful export drive. France's production has shot 32% ahead of its highest prewar level. The Low Countries have increased their prewar output by nearly 100% and are flowing like biblical lands with milk and honey. Even impoverished Italy has struggled to her feet, while the recovery of Western Germany is the wonder of the world.

These things have happened because the free world has leaders who, for the first time, actively waged the peace.

Harry Truman deserves credit for seeing the need to put up \$400 million to bolster the defenses of Greece and Turkey, making the latter strong enough to resist Soviet pressure and Greece strong enough to defeat the Communists in her civil war.

General George Marshall, as Secretary of State, saw the need for the vaster concept of ECA. He conceived it, he told me recently, while sitting in the Kremlin after a stormy and futile session of negotiations during the 1947 Moscow conference. During that meeting Marshall realized that the Soviets were counting on European collapse and would do everything they could to bring it about. Truman had the vision to back him in the Marshall Plan. At that time the Republican party controlled both the Senate and the House of Representatives; the leadership of the late, great Senator Arthur Vandenberg secured overwhelming bipartisan support for the plan, in and out of Congress.

However, the Marshall Plan could not have succeeded had not Europe itself possessed the leaders able to see beyond their own national interests. As ECA administrator I made my first trip to Europe in 1948 half fearful that the critics, who called it "Operation Rathole," might be right. But people like France's Foreign Minister Robert Schuman gave me courage. He insisted that Europe could be saved, but only by planning for the recovery of all Europe, including Germany. "The day has gone by," he said, "when we can afford to have the energies of the French people dissipated by opposing each other."

No time for hate

I WAS surprised to find the same attitude on the part of Dr. Dirk Stikker, foreign minister of the Netherlands, who I knew had been a leader of the Dutch underground and had nearly lost his life to the Nazis innumerable times. I was startled when he stressed that the revival of Western Germany held the key to European recovery and told him so. I shall never forget his reply: "There is too much to do in Europe now to take time to hate."

Belgium's Premier Paul-Henri Spaak had equal vision. He insisted that all the countries must work closely together and his thinking went far beyond the present degree of cooperation to embrace something very close to a United States of Europe, with all trade barriers washed away and one great market for goods. And I found the same sort of foresight in Premier Alcide de Gasperi in Italy, a man facing problems burdensome beyond imagination but who could still say, "We must not let the recovery of Italy alone blind us to the need for the closest cooperation among the nations."

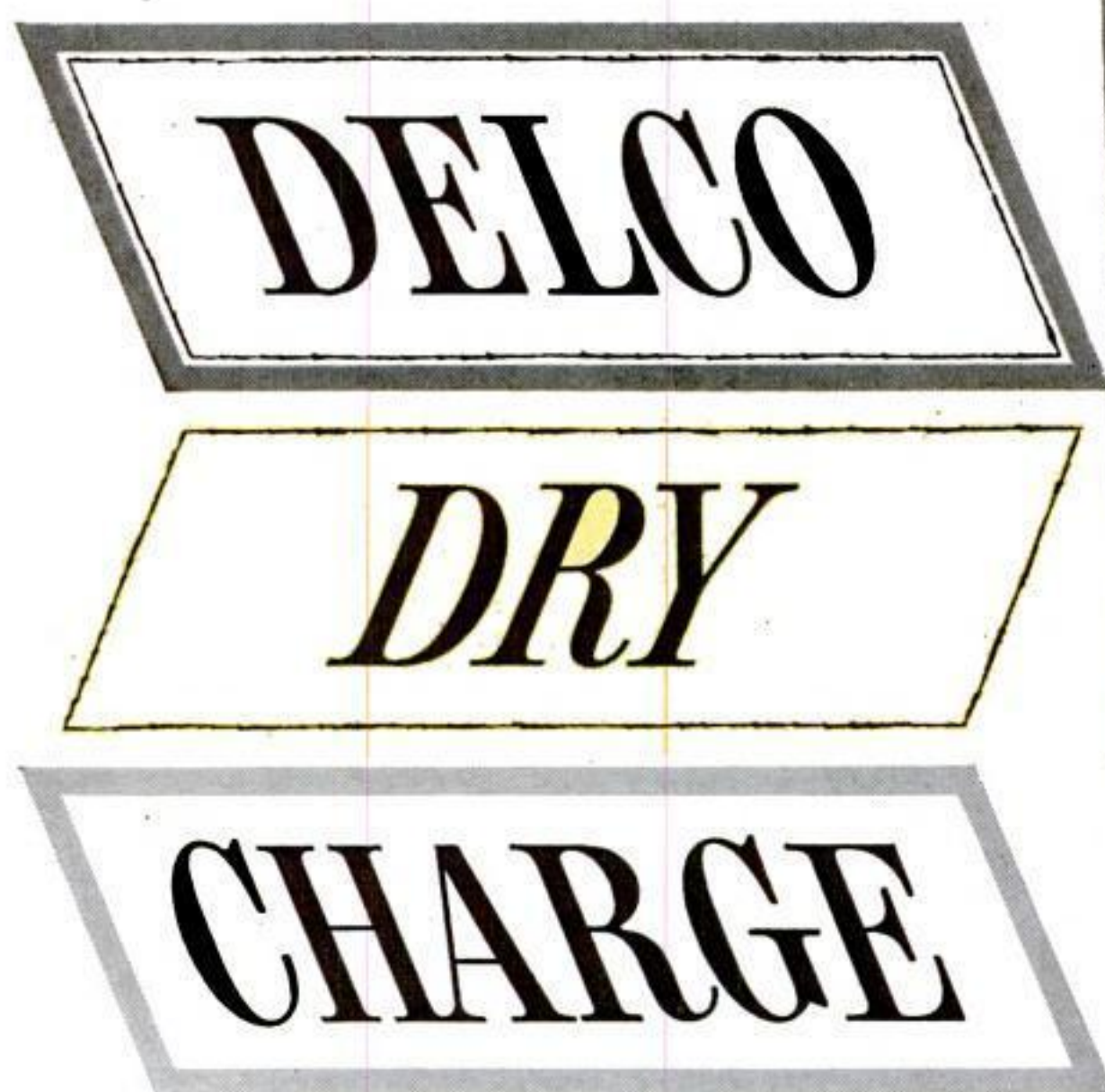
De Gasperi also helped educate me to the practical limitations of progress under Europe's habits and tempo. At the first meeting I had with him in 1948 I told him the American people could scarcely be expected to tax themselves to aid Italy if Italians continued to evade their own taxes.

"Have just a little patience," said De Gasperi. "Under our tax system today—and this has been true for 500 years—if an individual paid all the taxes he legally owes he would not have

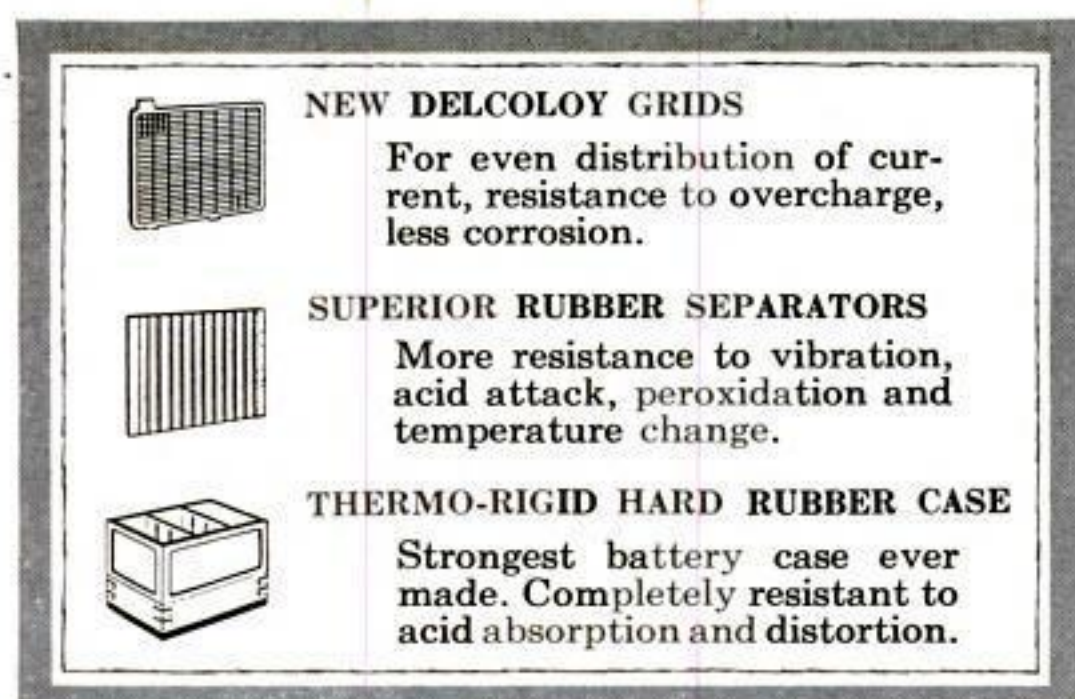
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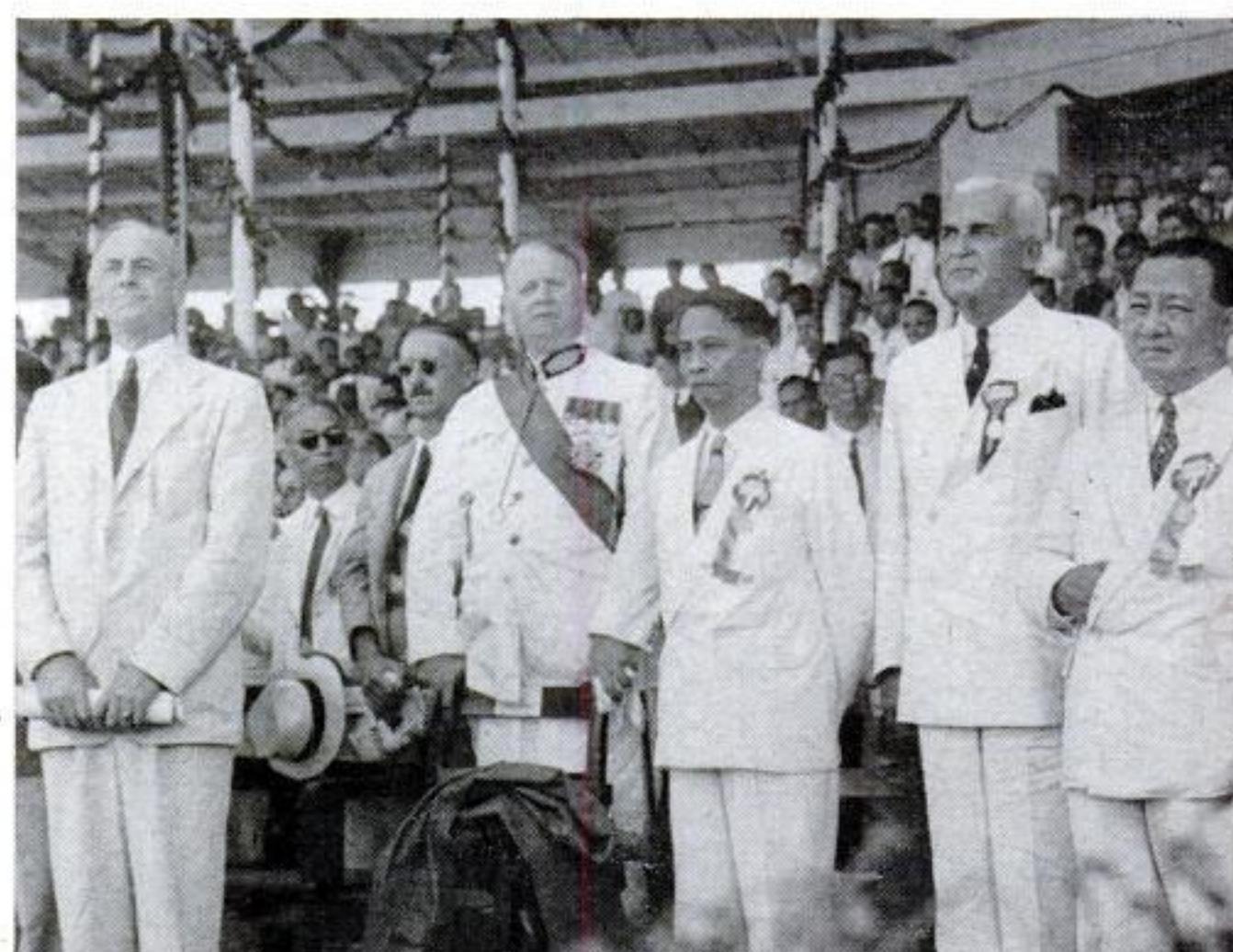
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GOODWILL IN ASIA toward the U.S. reached its highest point on July 4, 1946 when we established the Philippines as a free and independent nation.

WINNING THE PEACE CONTINUED

anything. For five centuries evading the tax collector has been the custom and the habit of Italy. We know we can never have a successful democracy here until we have tax morality, and we intend to bring that about. By next year, I assure you, we will have practically doubled the tax collection we have this year. But it can't be done overnight." He made good his word. Within a year tax collections were almost doubled.

Too many other political leaders helped importantly in waging the peace for me to mention them all here; but Churchill and Eden in Britain and John Foster Dulles in the U.S. cannot be omitted.

Ironically but fittingly, it was not the free world but the Communist world which experienced economic chaos and the danger of collapse. The Soviets are now in the midst of the major agricultural crisis as severe as that which hit the U.S. in the great depression. The short-lived Soviet effort to turn out consumer goods was a miserable flop and there is reason to think that the whole Russian economy is showing severe strain from efforts to carry out a crash program of atomic armament, plus a crash program of heavy bombers, *plus* aid to the Communist Chinese and the European satellites. All this came on top of what was already predominantly a war economy in a nation whose steel capacity is only one third of America's and which is woefully short of electric power. The Russians are finding it impossible to produce both butter and guns and their people are getting restive.

The moment of opportunity

THAT is why the Meeting at the Summit is our opportunity. If the Russians, for whatever reason, are willing to let the cold war simmer down to "competitive coexistence," I do not see how our free society can fail to win the competition. Up to now the Communists have not been in any hurry about resorting to war because their doctrine teaches them that time is on their side, that capitalism, being rotten, will collapse of its own weight. Only now are they beginning to discover that Karl Marx was criticizing a dead society, the capitalism of 1848, that U.S. capitalism, 1955 style, is more revolutionary than anything Communism ever imagined and that it is their own vaunted system that is inefficient and cannot be made to work properly.

It is their system, not ours, that contains the seeds of its own destruction. Time is on our side, not theirs. If we can keep winning the peace, it is their system that eventually will have to come our way because their own people will discover for themselves that theirs does not work.

The important thing is that we not let any momentary lessening of tension lure us into making shortsighted economies in our four-front waging of the peace.

We must maintain our military strength but remember that it does nothing but buy us time, the time in which to try to win the peace by peaceful means.

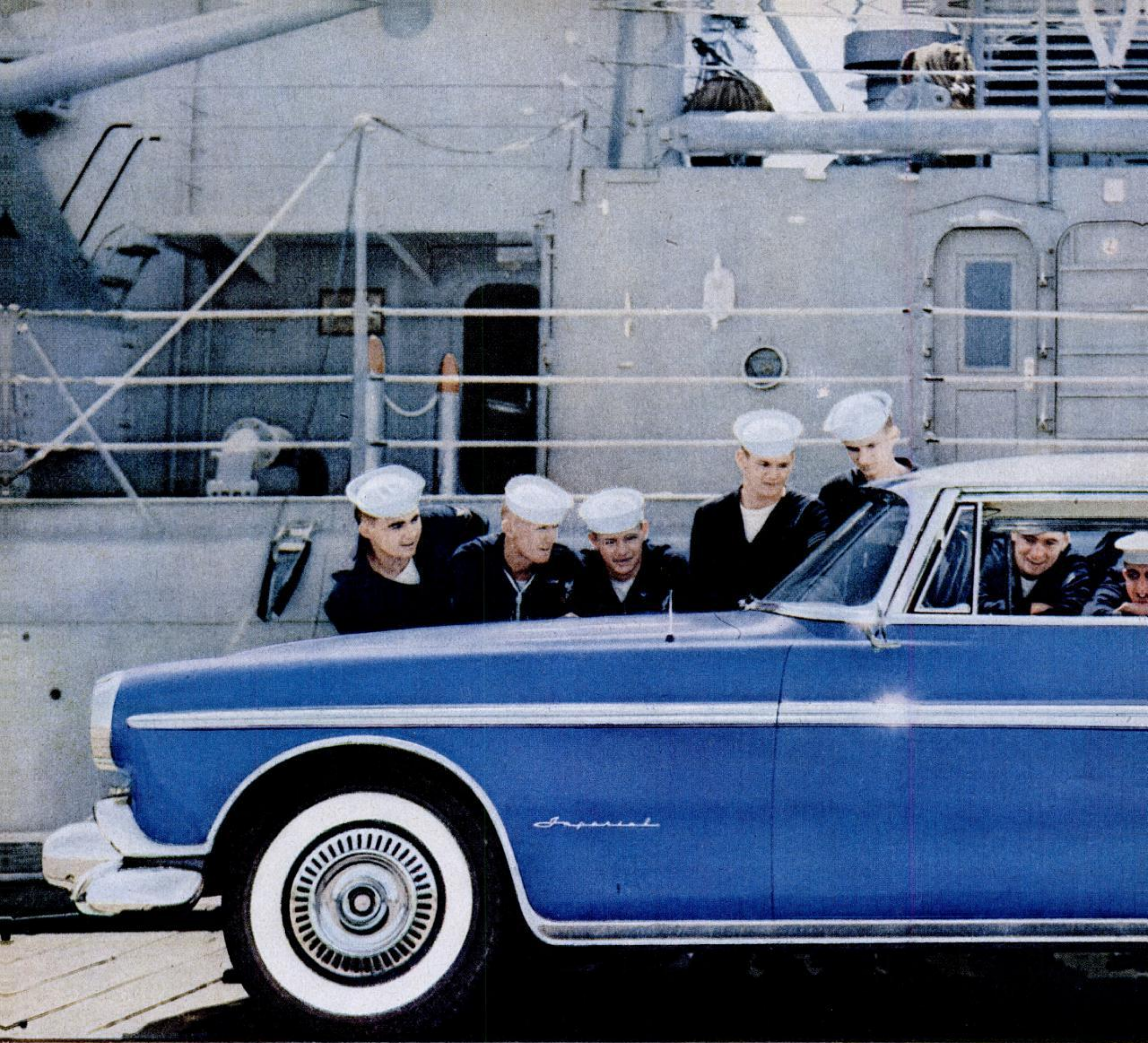
We must increase our exertions on the economic front. Asia is the place where we must expend our greatest efforts in the decade to come. The future of the world may well rest on whether the

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1955 SOTO FIREFLITE V-8 SPORTSMAN

lines that are taut and eager, long and low, lines that suggest a sense of motion even when the car is standing still.

In each you will find a new ease of handling . . . a new sureness of control . . . a new readiness of response . . . a new smoothness of ride.

In each you will find a bright new kind of beauty that belongs to THE FORWARD LOOK alone—

Well over a million people will buy these 1955 cars of Chrysler Corporation. Whichever you may choose to buy, you will find it offers more for your money and more for your heart than any other car in its price class.



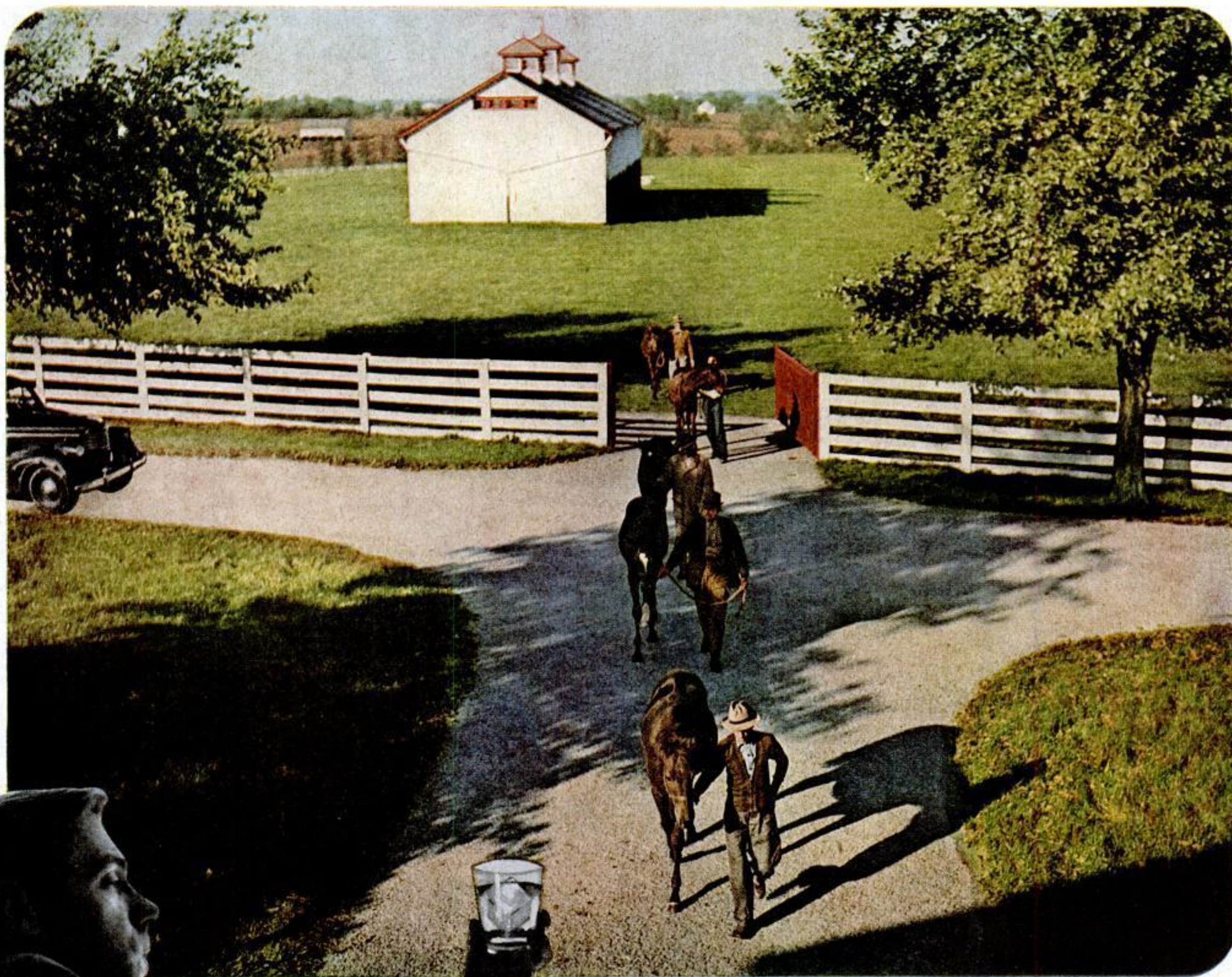
CHRYSLER NEW YORKER DELUXE CONVERTIBLE

May we suggest that you see—and drive—the 1955 cars of THE FORWARD LOOK at your dealer's now? You will find *these* are the cars to buy . . . and *this* is the time to buy them!

CHRYSLER CORPORATION

FREE ON TV—"CLIMAX!"—THURSDAY EVENINGS, CBS-TV NETWORK

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Rest assured
when you buy Early Times.
Kentuckians who know so much
about fine horses and fine whisky,

choose Early Times year after
year over all other straight
bourbons. **It's every**
ounce a man's
whisky.

EARLY TIMES



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KENTUCKY STRAIGHT BOURBON WHISKY • EARLY TIMES DISTILLERY CO., LOUISVILLE 1, KY. • 86 PROOF

Young democracies of Asia are able to achieve prosperity and at the same time keep their freedom. We must not only help them but learn to be patient with them—though we do not necessarily always have to agree with them—and above all avoid any insistence that they develop along patterns preconceived by ourselves. Their sovereignty is very new for most of them and they are very properly sensitive about it.

There is still vast goodwill for America all over the Far East. Even where the press is antagonistic, as in India, I found nothing but goodwill toward me as an American. And in other countries the same thing holds. The prestige of America as the symbol of freedom, at its high peak in Asia when we freed the Philippines, lessened somewhat when we supported the French in Indochina, but it is still there.

The true reason for greatness

That is why the psychological, the informational, front of winning the peace is very important. We must make them understand the true reason for America's greatness. It is not because we have the highest standard of living. It is because every individual in our form of society is free to advance as far as his abilities can carry him; it is because we are the first truly classless society in the history of the world. These are the things that enabled us to create great abundance, but without these things that abundance would not be worth having.

The great recovery in Europe, which nobody thought could take place, has already had a big "echo effect" on the Russians, despite the Iron Curtain. Where there is no curtain, as in Berlin, the great prosperity of West Germans has had a dramatic impact on the East Germans. They can see for themselves the contrast between capitalist plenty and Communist privation and can discern the relationship of plenty with freedom, privation with tyranny. The Russians have not been able to conceal from their own people or their satellites the disparity between the hardship of their lives and the relative abundance just across the Iron Curtain. The effect becomes cumulative: unrest in the satellites creates an explosive situation and the Soviets are forced to make some concessions, as in calling off the fight against Tito. Since that fight started because Tito refused to accept the status of a Soviet satellite, the effect of his success is bound to create a demand for greater freedom throughout the satellites. Freedom is a very infectious thing.

Transpose these conditions to Asia, where the contest is between the slave economy of the Red Chinese and the free societies of India, Japan, Burma, Thailand and the Philippines. If the latter, with our help, are able to prove that freedom moves faster and accomplishes more, then the impact upon the Chinese people will be just as great as the recovery of Europe has been upon Russia and its satellites.

These are the conditions for winning the peace. We must not expect to win it overnight. But win it we must because the alternatives are too terrible. As Senator Vandenberg said, speaking of the struggle to achieve peace, "Here is the heart and core of humanity's hope for tomorrow. I know of no better hope."



RUSSIAN FAILURE to dominate Yugoslavia was dramatized this spring when Khrushchev (left) and Bulganin (right) flew to Belgrade to woo Tito with warm toasts and humble confessions of past error (LIFE, June 13, 1955).

LOCAL SCHOOL CONFERENCES PLANNED COAST-TO-COAST

Hundreds of communities call for discussion
of today's crisis in education

Everywhere, U.S.A.—Citizens throughout America are acting now to face today's and tomorrow's local school problems and needs.

America's children right now are caught in the middle of the most serious educational crisis in our history. With the tremendous growth in enrollment of the past ten years expected to continue for the next decade, the public school systems throughout the country are faced with a variety of mounting problems.

These problems are the main topic of the state educational conferences requested by the President, as well as of The White House Conference on Education to be held in Washington, November 28 to December 1, 1955.

If you are interested in further information about how to organize a local conference on the same big subject, write for the free booklet, "How Can We Discuss School Problems?", BETTER SCHOOLS, 2 West 45th Street, New York 36, N.Y.



Hot, Tired, Tender, Perspiring FEET?

You'll marvel how quickly Dr. Scholl's soothing, refreshing Foot Powder relieves sore, tired, burning, sensitive, perspiring, odorous feet... how it eases new or tight shoes... helps prevent Athlete's Foot. Start using it today.

**Dr. Scholl's
FOOT POWDER**

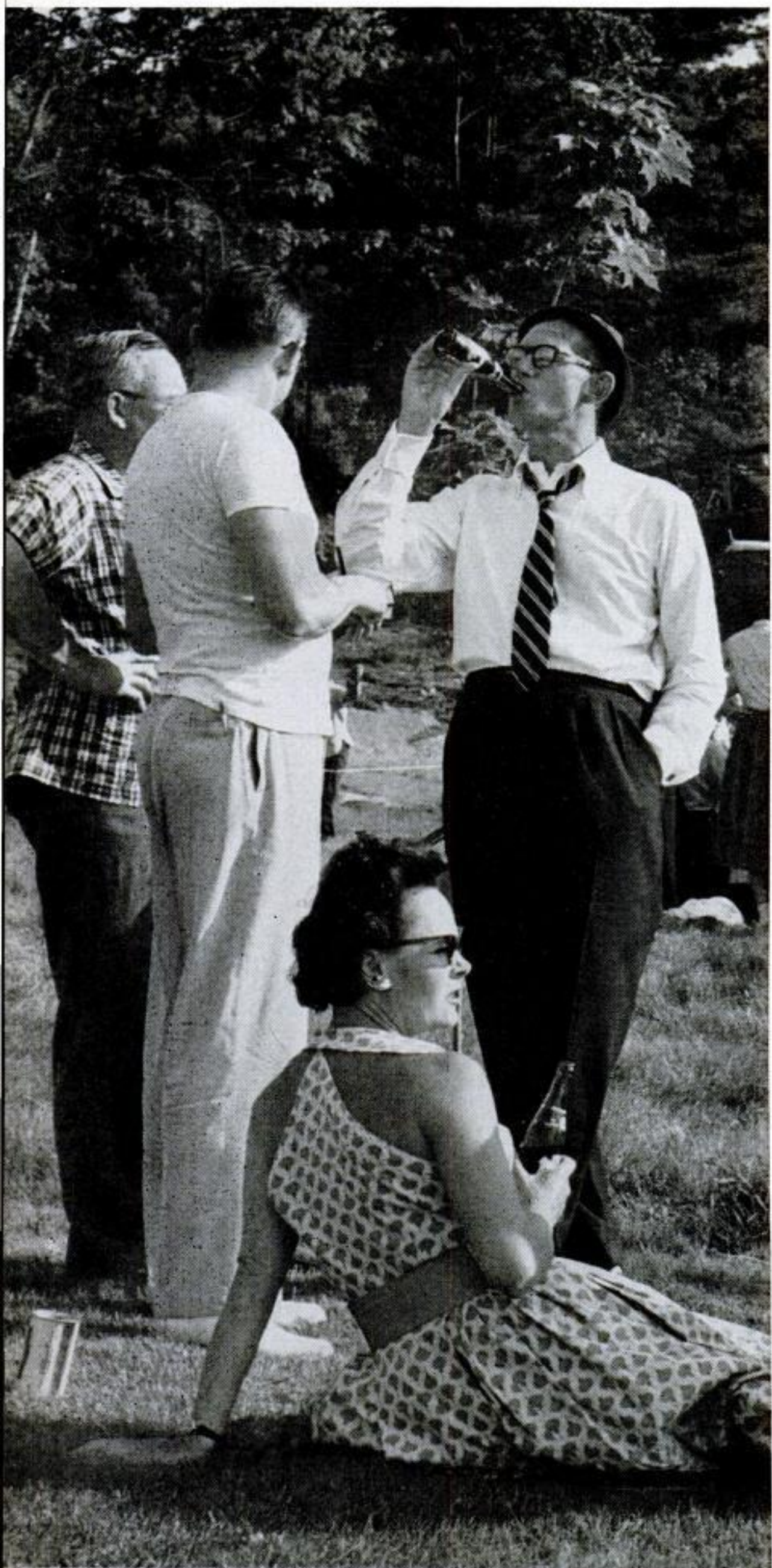


HIS "ROYAL HIGHNESS" BUYS A MASTERPIECE

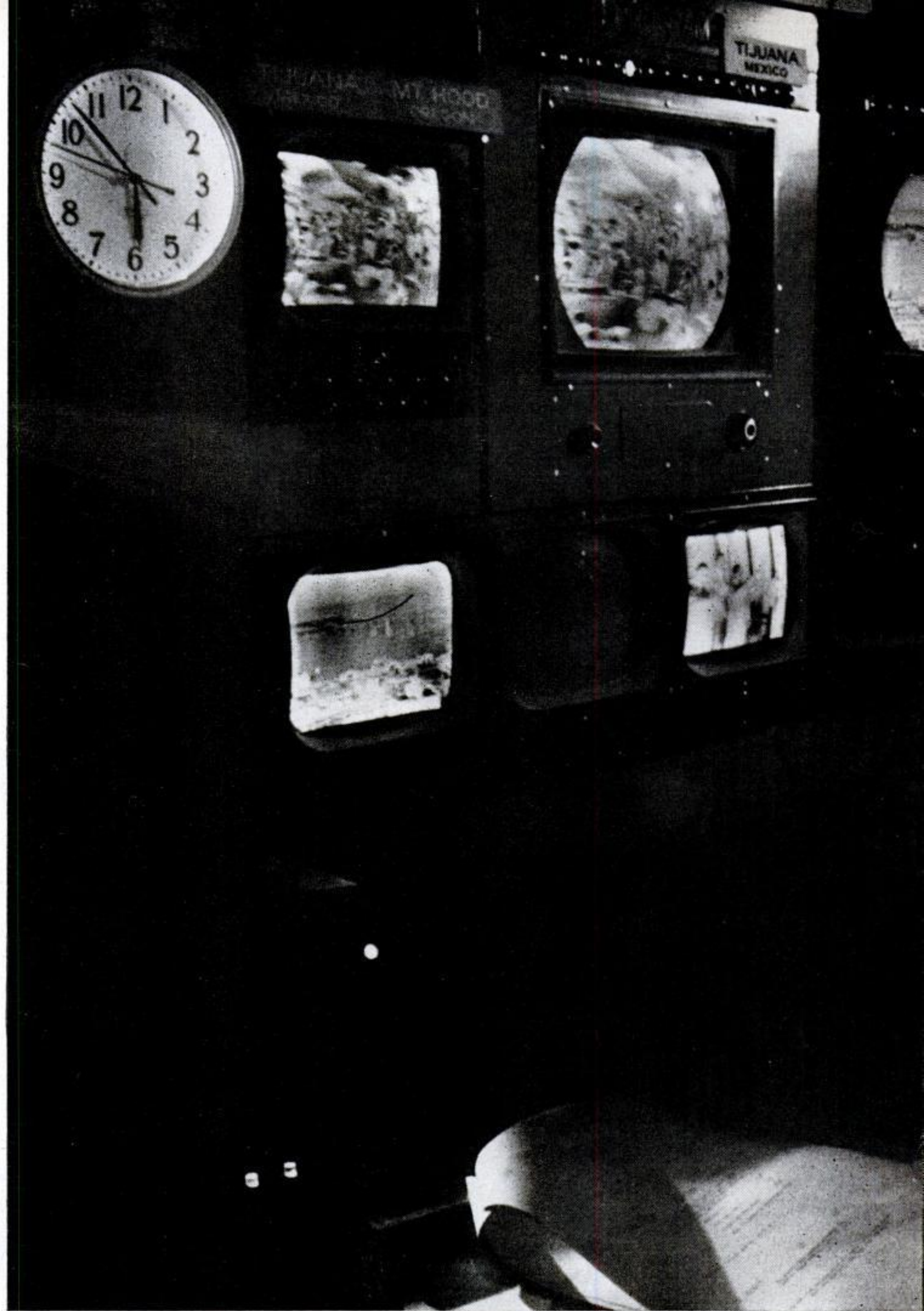


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O. SOGLOW



AT CLASS REUNION at Dartmouth, Weaver, between sodas, urged more use of TV in education.



DURING "WIDE WIDE WORLD" SHOW WEAVER SAT BEFORE BANKS OF MONITORS IN BURBANK AND

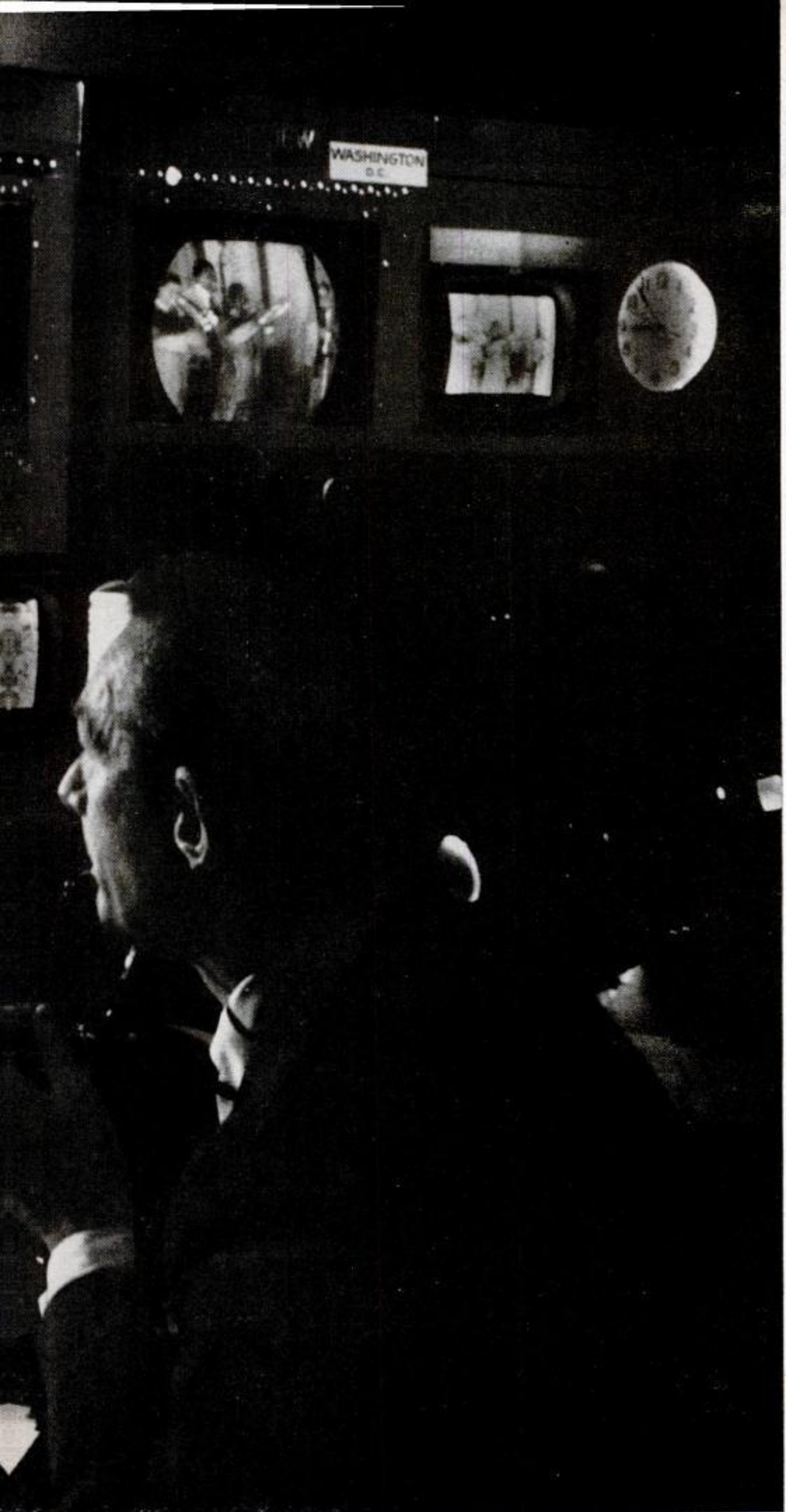


IN CEREMONIAL ROBES Weaver presented wooden Indian to college. Dartmouth's President Dickey accepted, Nelson Rockefeller laughed uproariously.

In Pat Weaver's HE PLANS TV EPICS ON THE RUN

On those rare occasions when television programs seem to be almost as marvelous as the technical marvel of television, they have a way—currently at least—of turning up most often on the TV channels of the National Broadcasting Company. This is because of NBC's articulate, imaginative president, Sylvester ("Pat") Weaver Jr., a onetime advertising executive who mixes the adman's mannerisms with a professional high-mindedness in a combination totally new to the entertainment industry.

An unabashed huckster for culture on TV, Weaver believes that upgrading the public's taste is his job. To accomplish it he has set out to acquaint his mass audience with places and ideas they are unlikely to get to under their own power. His recent *Wide Wide World* show (above) originated from nine different places in the U.S. and from Tijuana, Mexico and Stratford, Ontario. It included Shakespeare, bull fighting, folk dancing and a jazz concert. Weaver got congratulations from the rest of the TV industry, but his hectic business and social life is such that he had little time to savor them. After a college reunion and four cross country flights, Weaver was busily setting up a "Meeting at the Summit" show for July 17, pitting the Geneva Conference against CBS's *Toast of the Town*. "After all," he decided, "Bulgarian is every bit as good as Jerry Lewis."



LOOKED IN ON TIJUANA, MT. HOOD, WASHINGTON, D. C. SIMULTANEOUSLY

Own Wide World



BESIDE POOL TABLE in Los Angeles, Weaver sits next to his 77-year-old father and watches his brother, Comedian "Doodles" Weaver, line up a shot.



AT BOARD MEETING back in New York, Weaver outlines his "integrated enlightenment" program to produce music and drama classics on TV shows.



BESIDE OWN POOL on Long Island, Weaver reads TV reviews, listens to radio shows, takes telephone calls, keeps binoculars handy to spot passing birds.

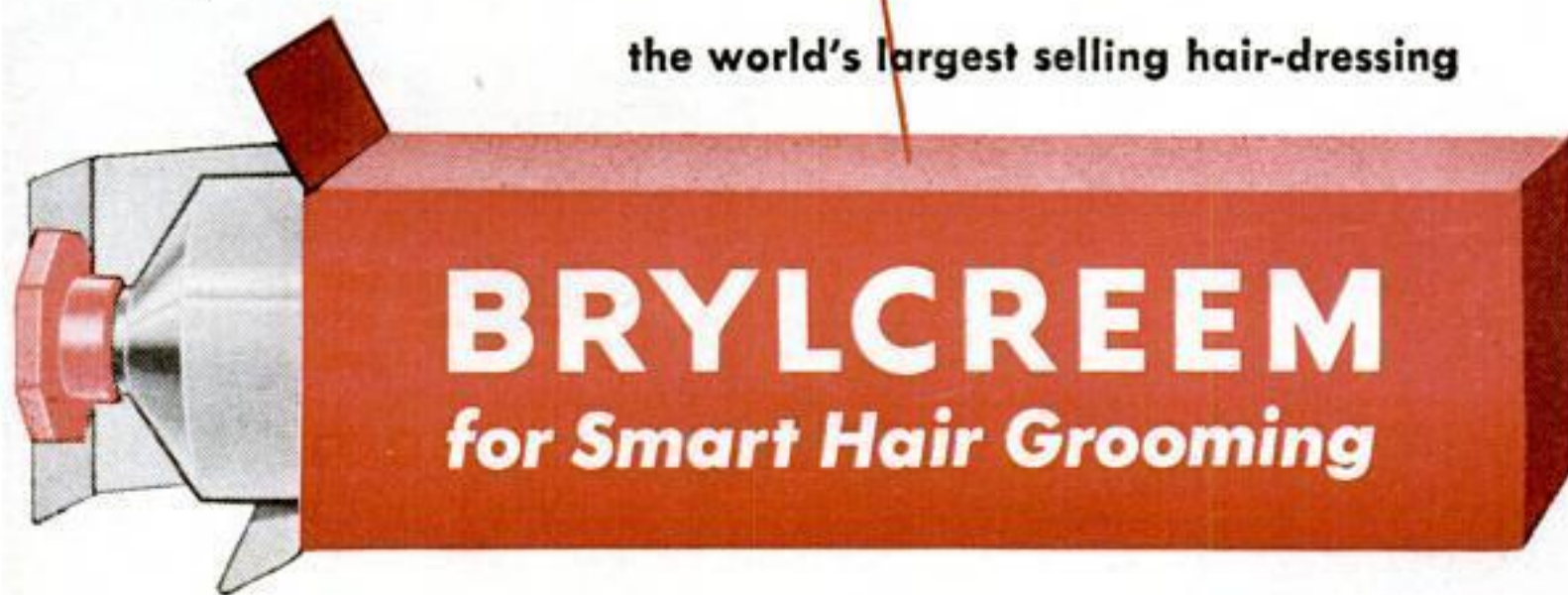
THE **SMART LOOK** IS THE **BRYLCREEM** LOOK!



Instantly, Brylcreem improves your appearance. With the first application, your hair looks richer, healthier—more attractive! It's not greasy, not messy—*really* not greasy not messy; keeps your hair in place all day, looking soft and natural.

Brylcreem also *conditions* as it grooms . . . with massage relieves dryness and loose dandruff; leaves your hair and scalp clean, fresh, healthy-looking. So—try Brylcreem today. See how it keeps your hair lustrous and immaculate all day long. You'll soon discover why it's the world's largest selling hair dressing . . . why men buy over 50,000,000 packages a year! In tubes and jars—at drug counters everywhere!

the world's largest selling hair-dressing

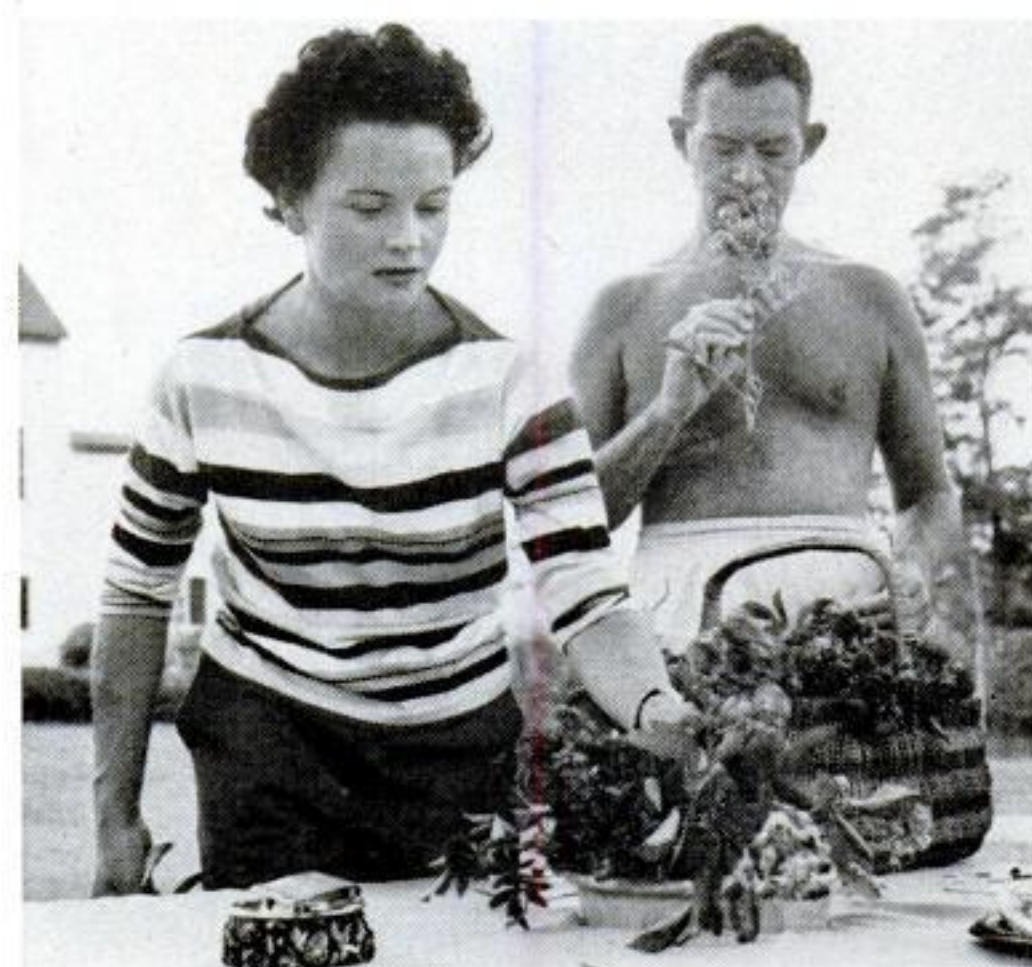


the rich cream that's

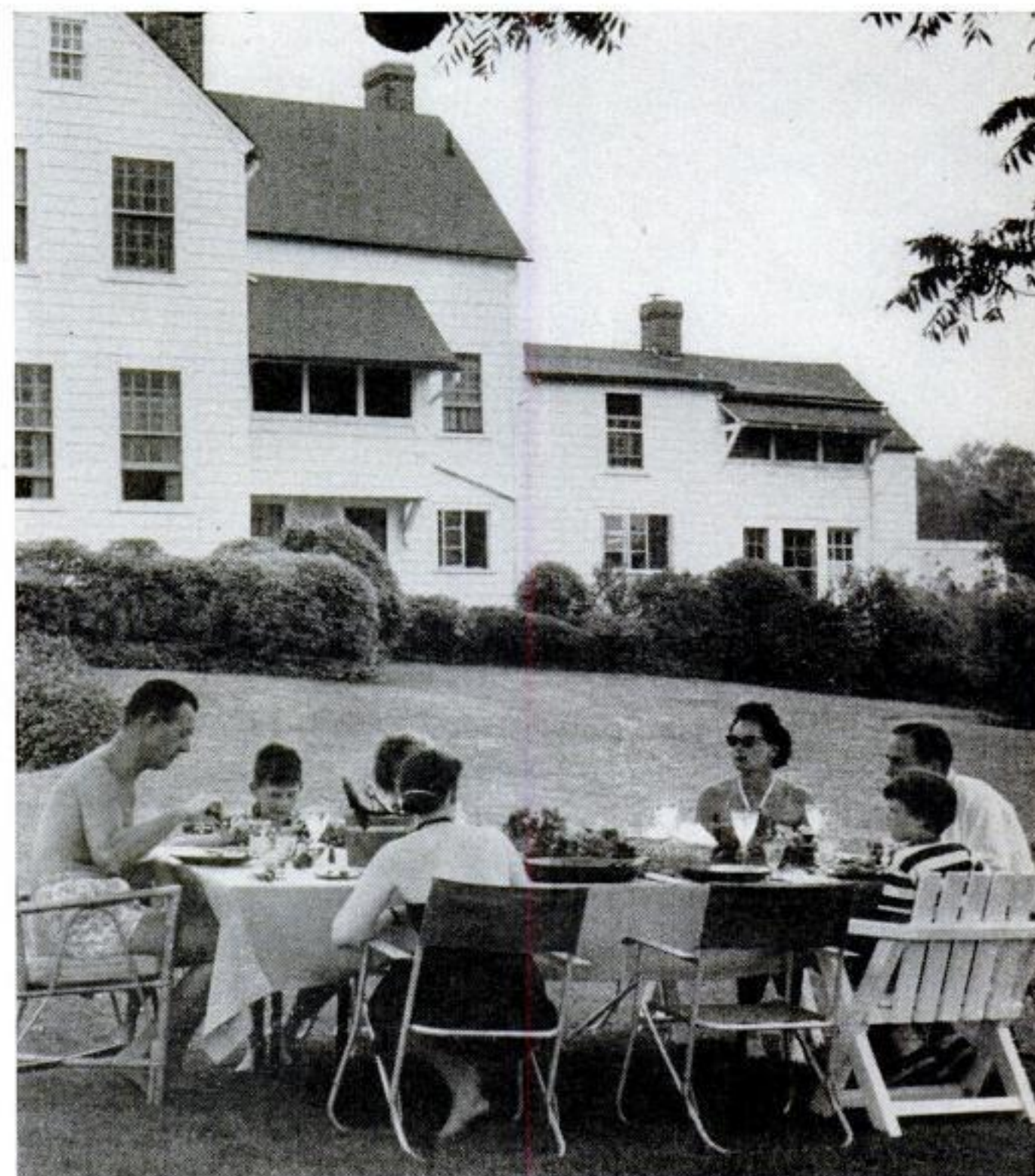
Not Greasy - Not Messy!

PAT WEAVER CONTINUED

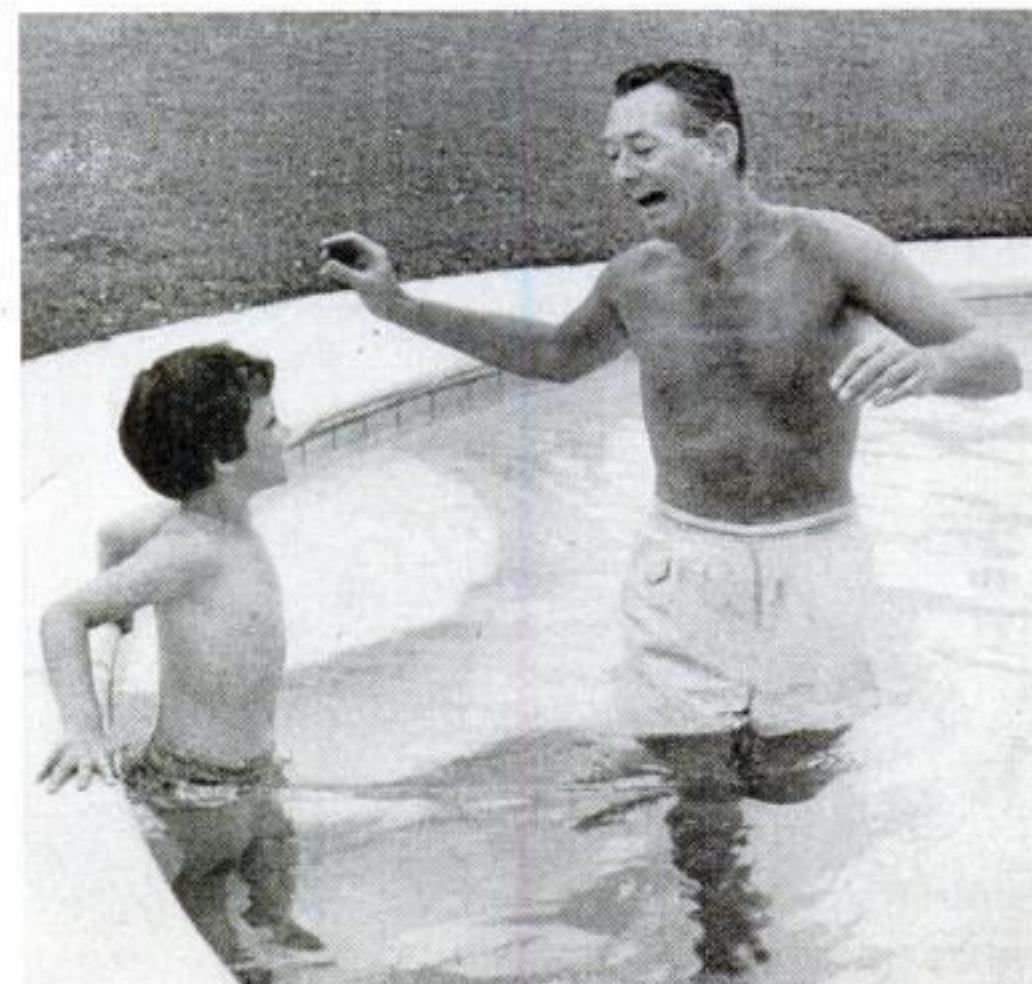
'WORLD' MAN BACK HOME



WITH HIS WIFE, the former British actress Elizabeth Inglis, Weaver samples the roses from his flower gardens.



WITH HIS FAMILY, and an NBC vice president's, gathered around for a lawn dinner, Weaver led the conversation on to children's television shows.



WITH HIS DAUGHTER, 5-year-old Susan, Weaver slid into his pool, winced after she playfully splashed him.



Summer Stock

for Carefree Meals!

Star performers on summer menus, these salads are at home in any setting . . . backyard suppers, indoor meals, they're picnic-perfect when the mercury soars! So cool and appetizing . . . so extra-good made with Ann Page tart-sweet Salad Dressing or delicate Mayonnaise! Perfect for snacks and sandwiches, too, these Ann Page favorites are made in A&P's own modern Ann Page food kitchens . . . sold only at A&P stores. Because needless in-between costs are eliminated, Ann Page Foods cost you LESS!

PRESENTING...

Carioca Chicken Salad: Season cold cooked and cubed chicken with salt, pepper, marjoram and fresh lime juice. Add diced celery and minced onion if desired. Combine with Ann Page Salad Dressing or Mayonnaise; toss gently; chill. Pile into halved chilled avocados.

Double-Dutch Slaw: Cut top off firm head of cabbage; hollow out carefully leaving about 1" around edge. Shred removed cabbage; combine with shredded red cabbage, celery seed, seasonings, sour cream, onion and Ann Page Salad Dressing or Mayonnaise; chill. Heap in cabbage "bowl" and serve with additional Ann Page Salad Dressing or Mayonnaise.

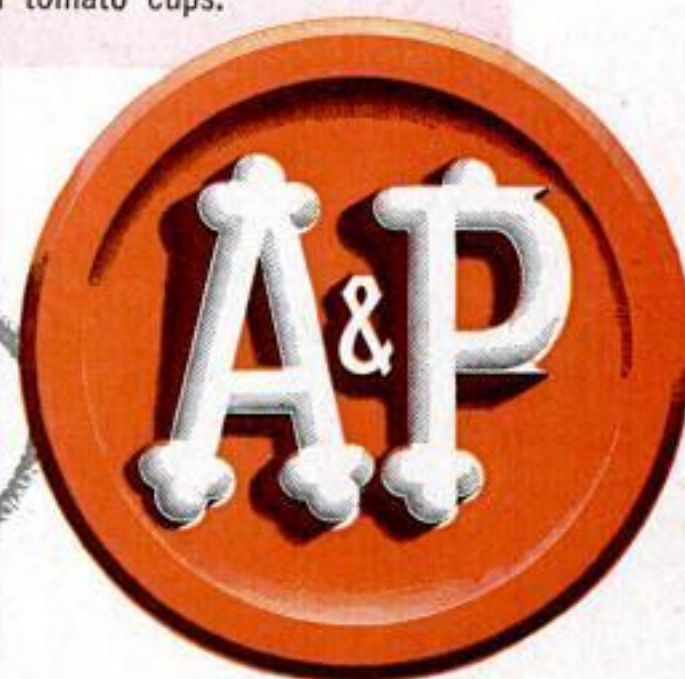
Saratoga Potato Salad: Season sliced cooked potatoes with salt, pepper, minced onion and parsley. Add a handful of finely crumbled cooked bacon. Blend in Ann Page Salad Dressing or Mayonnaise; chill. Serve in tomato cups.



ANN PAGE

proves...

*Fine Foods
Needn't Be
Expensive*



Among the 33 Fine Foods in the Famous Ann Page Family are such favorites as: Preserves, Prepared Beans, Peanut Butter, Macaroni Products, Prepared Spaghetti, Sparkle Gelatin Desserts and Puddings, Tomato Soup, Ketchup, Extracts, Spices.



3 1/2 horsepower lifts 1-ton tire

Your car can get 5 to 10 more horsepower with New Shell X-100 Motor Oil Premium

In your *everyday driving* you can get a horsepower increase greater than the power required to lift the largest tires made.

Here are the facts:

Under typical driving conditions, your engine seldom fully warms up. This is when widely used conventional oils cause engine drag and cost you power. But a new motor oil, developed by Shell Research, flows freely from the moment you start up—making available 5 to 10 more horsepower.

In addition to giving you this extra power, X-100® Motor Oil Premium protects your engine against acid action, the major cause of engine wear.

This new motor oil costs slightly more than conventional oils, yet it's an investment that pays you dividends every time you start your car.

Let your Shell Dealer drain and refill the crankcase with Shell X-100 Motor Oil Premium next time you're due for a change. It's the finest protection your engine can have.



TENSE NERVOUS HEADACHES

call for
STRONGER Yet SAFER
ANACIN

Won't Upset
The Stomach

Anacin® not only gives stronger, faster relief from pain of headache, but is also safer. Won't upset the stomach and has no bad effects. You see, Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proven, active ingredients. Scientific research has proved no single drug can give such strong yet such safe relief as Anacin. Buy Anacin Tablets today! At all drug counters.



INGROWN NAIL
Hurting You?
Immediate Relief!

A few drops of OUTGRO® bring blessed relief from tormenting pain of ingrown nail. OUTGRO toughens the skin underneath the nail, allows the nail to be cut and thus prevents further pain and discomfort. OUTGRO is available at all drug counters.

STOP MOSQUITO BITES!

and bites from
BLACK FLIES and CHIGGERS

with

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TRADE-MARKS
SIX · TWELVE

Insect Repellent

IN THE FAMILIAR

BOTTLE OR THE
POPULAR NEW STICK

only 49¢

at drug, sports, and
variety stores

PAT WEAVER CONTINUED

THINKING MAN AT WORK



IN A STUDIO near his office Weaver makes film to be shown to advertisers complimenting them because they chose to support his spectaculars.



IN HIS OFFICE with NBC producer Weaver plans forthcoming *Meeting at the Summit* show. He told aides at meeting's end, "Now let's break and think!"



AT A PARTY given by Comedian Sid Caesar (right) after the season's last *Caesar's Hour*, Weaver, still hard at work, told cast he would see them in fall.

CONTINUED

Let's take our
VACATION HOME



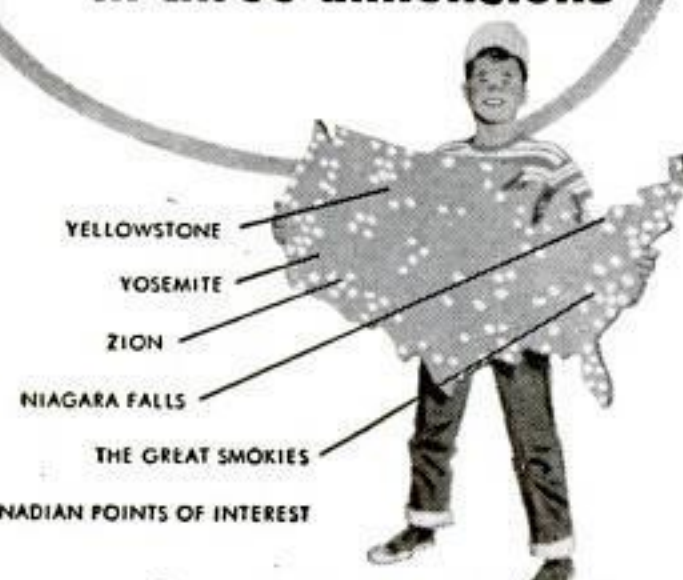
and remember it with
View-Master "come-to-life" color pictures

Wherever you go, View-Master has captured the beauty and depth of local and nearby scenes for you. Three dimension pictures in color make them "come-to-life" real as the day you were there. View-Master lets you re-live your vacation and show others what you saw. Look for the View-Master counter — everywhere!

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Three Reel Packets—\$1.
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wherever you
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AND CANADIAN POINTS OF INTEREST

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WINSTON
TASTES GOOD!



LIKE A
CIGARETTE
SHOULD!

Good food requires
*America's
No. 1
Pepper!*



Available
at food stores
everywhere.
Buy it today!

One famous emblem
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McCORMICK and Schilling

THE HOUSE OF McCORMICK



ON BONGO BOARD Weaver likes to exercise in his office. This relaxes him for more work and, he says, in this position he does some of his best thinking.



Footlets
TRADE MARK
**BARE LEGGED
NECESSITIES!**

FOOTLETS are designed to really fit fashion shoes and—Milady!—they are just wonderful for every occasion. FOOTLETS are available in sheerest runproof tricot nylon—newest Helanca s-t-r-e-t-c-h nylon and each pair can provide the blessed bonus of girdle-free comfort. So—go happy, go bare-legged in FOOTLETS — Dame Fashion lauds lovely bare legs and FOOTLETS pampers every single toe.

*Power Grip — stay up heels delicately padded — newly available.

Full Footlets
Back Strap Footlets
Toe Guard Footlets

J. W. LANDENBERGER & CO.
Mills - Philadelphia 24, Pa.
Sales - 385 Fifth Ave., N. Y. C.
4357 East Florence, Bell, Calif.

Footlets are available in fine list too.

QUICK RELIEF
TUMS 10¢
A ROLL
FOR ACID INDIGESTION
GUARANTEED TO CONTAIN NO SODA

**POISON
IVY** or
POISON OAK

STOP SCRATCHING! This tannic acid treatment for ivy, oak or sumac poisoning is gentle and SAFE for children and adults, quickly dries up the blisters—often within a day. At druggists, 69¢

IVY-DRY
Lotion or Cream

Housework's Harder
When Corn Pain Strikes!
Dissolve throbbing corns quickly, safely with Gets-It! Medication helps ease pain so fast, makes corn easy to remove. Don't suffer corn pain another day! Ask for Gets-It! Use it—today!

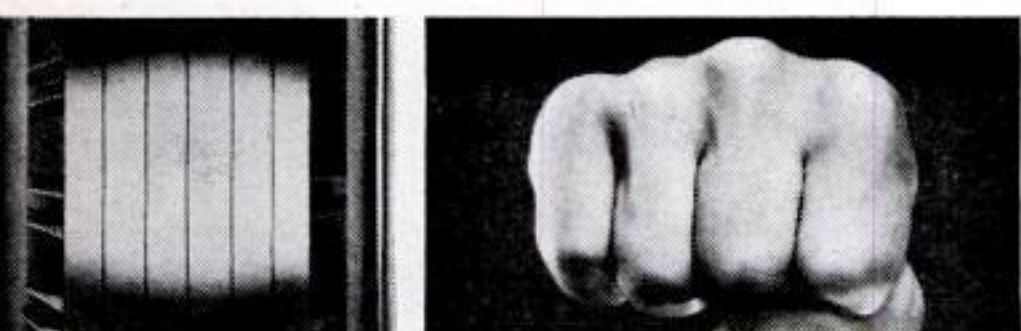
GETS-IT
LIQUID
CORN REMOVER

KNOCKS OUT DANGER OF SKIDS!

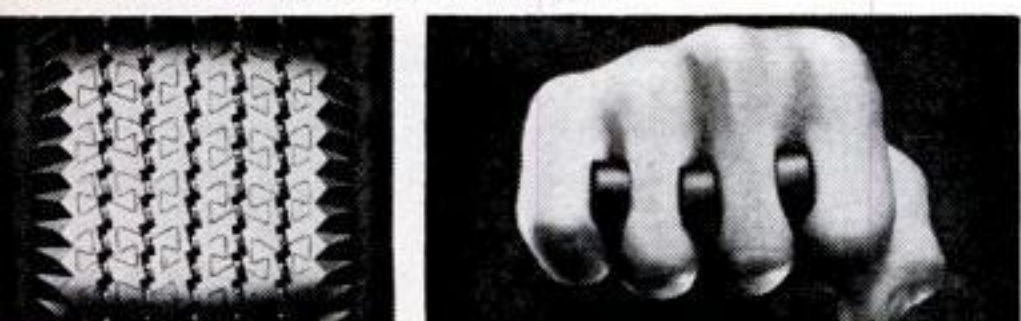


ARMSTRONG TIRES' "OUNCE OF PREVENTION"

Safety Discs give you skid protection no other Tubeless Tires offer!



Just like the edges of your fist, tread ribs of ordinary tires tend to compress into a smooth, slippery surface under pressure. This pressure causes the tread to lose its vital grip on the road . . . and you skid!



With Armstrong Tires, the tread *can't* compress! *Can't* squeeze together. For, just like your fingers when you put rubber discs between them . . . "Ounce of Prevention" discs keep the gripping edges apart. Tread *can't* lose its grip on the road . . . thus preventing dangerous skids!

Everywhere you look today you read and hear about the advantages of tubeless tires. They're all true!

However, new Armstrong Miracle Tubeless Tires with patented "Ounce of Prevention" Safety Discs offer a plus no other tire can ever deliver: unsurpassed protection against dangerous skids. And, *skids* are the *major cause* of tire failure accidents!

So play safe! Equip your car with a set of new Armstrong Tubeless Tires. They cost no more . . . and they can *save your life!*

Ask your Armstrong Dealer for this amazing 10 second "Ounce of Prevention" demonstration



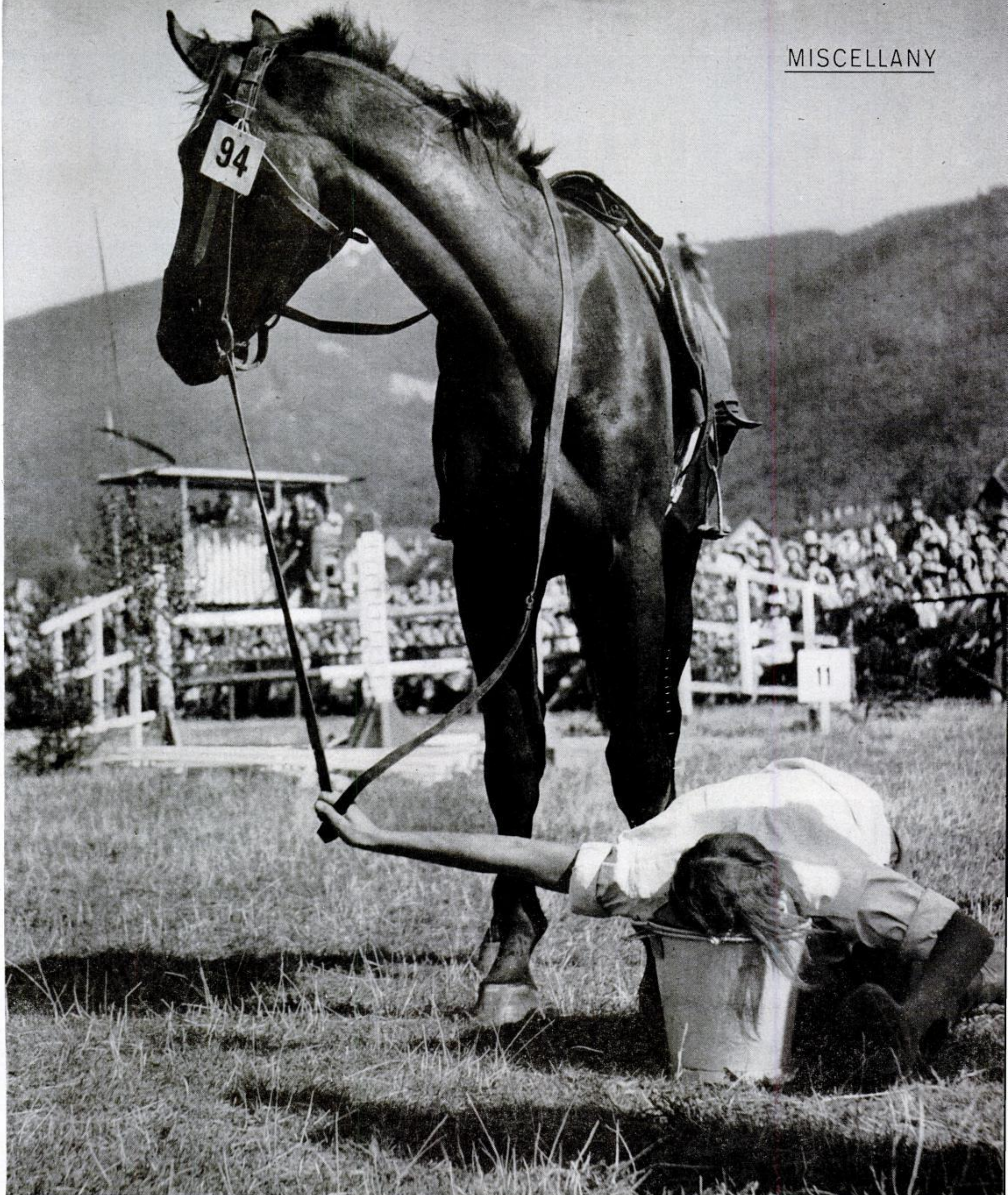
Only Armstrong gives you this LIFETIME ROAD HAZARD UNCONDITIONAL GUARANTEE — the longest and strongest in the industry.



Armstrong's advanced engineering know-how developed a special puncture-protected liner that resists bruise blowouts . . . gives you ample time to make a straight-line stop.

ARMSTRONG *Rhino-Flex* TUBELESS TIRES

MAKERS OF ARMSTRONG PURE FOAM FOR FURNITURE AND BEDDING, HOME OFFICE WEST HAVEN, CONNECTICUT



MAN LEADS HIMSELF TO WATER

It was a very hot day along the banks of the Neckar River in Heidelberg, Germany where a crowd had gathered to watch a riding competition. Horses and riders were subjected to obstacle course tests under the broiling sun. At the end of the competition one hot rider stopped his horse beside a bucket of water that served as a course marker. The

horse, a high-strung jumper, was not thirsty, but he did seem to be well-mannered. He discreetly looked away as his rider sprawled unceremoniously in sight of horses and everybody to guzzle in the bucket, proving—at least to himself—that if you do lead a horse to water and can't make him drink, the only thing to do is drink it yourself.



It is the essence of hospitality
to let your guests see
what you are serving.

You need never hesitate when it is

Old Grand-Dad

"HEAD OF THE BOURBON FAMILY"



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SUIT BY CAROLYN SCHNURER

Almost everyone appreciates the best

... and the extra-bright refreshment of Coke is unlike anything under the sun.



TASTE its extra-bright tang — so bracing, so distinctive, the liveliest sparkle of them all.

FEEL its extra-bright freshness — the bit of quick energy that comes through in seconds.

ENJOY its extra-bright *quality* — the unmatched goodness that tells you "there's nothing like a Coke."

For perfect refreshment, it's always — ice-cold Coca-Cola, so pure and wholesome.

The Pause That Refreshes . . . Fifty Million Times a Day

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